

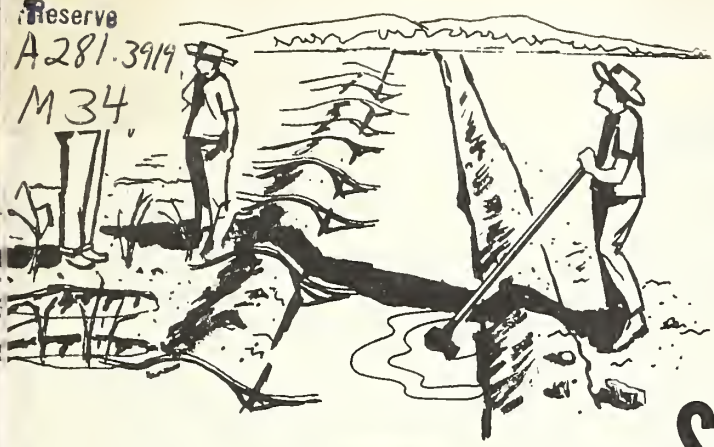
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SUMMER AND FALL VEGETABLES, MELONS, SWEETPOTATOES

acreage marketing guides



U.S. DEPARTMENT OF AGRICULTURE • CONSUMER AND MARKETING SERVICE

MARCH 1971

PREFACE

Acreage-marketing guides are prepared each year for principal summer-fall fresh vegetables, melons, and sweetpotatoes. The objective of the Acreage-Marketing Guides program is to help growers with production planning. Through the guides program, USDA's Consumer and Marketing Service tries to help growers balance the supply of each vegetable with consumers' requirements.

Some production influences--such as weather extremes--cannot be controlled. But growers have control over plantings. They can help achieve balanced markets by planting optimum acreages--acreages likely to result in enough production but not enough to depress prices.

USDA's Consumer and Marketing Service continually studies markets for fresh vegetables, melons, and sweetpotatoes. These studies include evaluations of production and price responses in recent seasons, overlaps in shipments between seasonal crops and among producing areas within seasonal groups, and per capita use of fresh and processed vegetables.

On the basis of these studies, acreage recommendations have been developed for 1971. In addition to C&MS, these recommendations are reviewed by representatives of other USDA agencies who are familiar with the vegetable industry.

The final recommendations for 1971 summer and fall vegetables, summer and fall cantaloups, summer watermelons, and sweetpotatoes are presented in this publication. In the past when acreage has been within the levels recommended by USDA, few marketing difficulties have been encountered.

In the statements and tables that follow, production is defined as the amount sold or utilized for all vegetables except late summer onions and early fall cabbage, for which production is defined as the quantities hauled from the field.

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1971 SUMMER AND FALL VEGETABLES, MELONS, AND SWEETPOTATOES

ACREAGE MARKETING GUIDES

I. 1970 HIGHLIGHTS

The 1970 aggregate production of principal summer and fall fresh vegetables was slightly larger than the moderate 1969 output, reflecting increased plantings and generally higher yields. The marketing pattern which developed during the 1970 summer-fall was generally less favorable than a year earlier. Production of several vegetables exceeded market needs throughout most of the season. In addition, a majority of individual crops were marketed somewhat later than usual because of adverse spring weather. Supply bunching during late August, September, and October depressed vegetable prices in major producing northern-tier States as well as in numerous southern States. The aggregate 1970 value of summer and fall fresh vegetables included in the USDA's guides program was \$572.0 million, moderately less than the \$611.0 million in 1969.

Summer cantaloup plantings were reduced in 1970. But yields averaged quite high, and total output was about a tenth more than in 1969. Good harvest timing contributed to generally firm market demand, and total crop value was substantially more than a year earlier.

Higher yields in many leading States in output were responsible for a moderate increase in watermelon production in 1970 compared with 1969. However, harvest timing was favorable. The slightly higher prices combined with the increased volume to result in a total 1970 crop value for watermelons much higher than in 1969.

Sweetpotato production in 1970 was moderately less than a year earlier and ranked among the smallest on record. Although there was a continuation of the upward trend in yields, heavy rains in October resulted in a larger than usual abandonment in Louisiana. During the 1970 fall, sweetpotato markets were generally slow. Prices at major shipping points in southwestern Louisiana and eastern North Carolina were below year-earlier levels. Although prices improved in January, total crop value probably will be less than in 1969.

II. 1971 GUIDE RECOMMENDATIONS

A summary of 1971 acreage guide recommendations for summer and fall vegetables for fresh market, melons, and sweetpotatoes is shown on the following page. Additional details on the 1971 guide recommendations are shown in Summary Tables 1 through 6 beginning on page 7.

The 1971 guide recommendations for summer and fall fresh vegetables, summer and fall melons, and sweetpotatoes assume that under normal conditions the quantities produced will approximate market needs. In determining optimum production levels, population estimates as well as consumption trends were

1971 Acreage Guides for Summer and Fall Vegetables
Melons, and Sweetpotatoes

Commodity	:Percentage change in: :1971 planted acreage: :compared with 1970 :		Commodity	:Percentage change in :1971 planted acreage :compared with 1970	
<u>Summer Vegetables</u>			<u>Fall Vegetables</u>		
Beans, Snap		No change	Beans, Snap (early)		No change
Cabbage (early)		No change	(late)		No change
(late)		No change	Broccoli		No change
Carrots (early)	-5		Cabbage <u>1/</u> (early)	-5	
(late)	-5		(late)	-5	
Cauliflower		No change	Carrots (early)		No change
Celery (early)		No change	(late)		No change
(summer)		No change	Cauliflower (early)	+5	
Corn, Sweet (early)		No change	(late)	+5	
(late)		No change	Celery (late)		No change
Cucumbers (early)		No change	Corn, Sweet		-15 in Florida; no change in California
(late)		No change	Cucumbers (early)		-15 in Texas; -10 in Virginia and California; no change in South Carolina
Lettuce		No change	(late)		No change
Onions (early)		No change	Lettuce (early)		No change
(late)	-5		(late)		No change
Peppers, Green (early)		No change	Peppers, Green		-10 in Texas; no change in Virginia and Florida
(late)		No change	Tomatoes (early)		No change
Tomatoes (early)		No change	(late)		No change
(late)		No change	-----		
<u>Summer and Fall Melons</u>			<u>Sweetpotatoes</u>		
Cantaloups (early)	+5			-2	
(mid)		No change			
(late)		No change			
(early fall)		No change			
Watermelons (early)		No change			
(late)		No change			

1/ For fresh market and processing.

considered. A further increase in total population in 1971 will help to maintain fresh vegetable, melon, and sweetpotato demand. However, the effect of these modest gains in demand factors may be about offset by a continuing shift in demand to processed vegetables which are expected to be in adequate supply.

For principal summer fresh vegetables, the 1971 planted acreage guide is 403,340 acres, slightly less than 1970 plantings. With normal abandonment and average yields, aggregate production of these vegetables would be 3 percent less than in 1970 but slightly more than in 1969 (Tables 1 and 2).

The total planted acreage guide for summer and fall cantaloups and summer watermelons is 309,010 acres, about the same as 1970 plantings. Assuming normal abandonment and average yields in 1971, summer and fall melon production will be slightly less than in 1970 (Tables 3 and 4).

The 1971 planted acreage guide for fall fresh vegetables is 265,700 acres, 2 percent less than the 1970 total. The guide acreage will result in a total production of fall vegetables for fresh market 1 percent below that in 1970 but up slightly from the 1969 total (Tables 5 and 6).

The 1971 planting recommendation for sweetpotatoes is a 2 percent reduction in all commercial producing States. With normal abandonment and 1969-70 average yields by States, total sweetpotato production in 1971 would be one percent less than in 1970.

Selected Summer-Fall Fresh Vegetables
Per Capita Production Equivalents 1/

Year	Cabbage	Carrots	Celery	Sweet: corn	Lettuce	Onions	Green peppers	Tomatoes <u>2/</u>
<u>Pounds per capita</u>								
1966	6.3	5.9	3.2	3.9	10.7	10.9	1.3	6.5
1967	7.3	5.8	3.1	4.2	10.9	11.3	1.4	6.5
1968	6.9	6.8	3.5	4.1	11.3	11.9	1.7	6.4
1969	6.6	6.1	3.3	4.1	11.3	11.5	1.4	6.4
1970	7.0	6.1	3.1	4.3	11.1	12.1	1.4	6.4

1/ Summer-fall production divided by July 1, civilian population 48 States.

2/ Does not include home-produced tomatoes which were estimated at 16 pounds per capita, annually, 1966 through 1969.

Table 1.--Summer Vegetables: Planted acreage guide 1971 with comparisons

Commodity	Planted acreage			Percent acreage guide is of:	
	: 1971	: 1970	: 1969	: 1970	: 1969
	: guide	: prel.		: prel.	
	Acres			Percent	
Beans, Snap	22,340	22,340	22,850	100	98
Cabbage					
Early	5,150	5,150	5,200	100	99
<u>Late</u>	<u>14,100</u>	<u>14,100</u>	<u>13,800</u>	<u>100</u>	<u>102</u>
Total	19,250	19,250	19,000	100	101
Carrots					
Early	8,000	8,400	6,500	95	123
<u>Late</u>	<u>1,570</u>	<u>1,650</u>	<u>1,600</u>	<u>95</u>	<u>98</u>
Total	9,570	10,050	8,100	95	118
Cauliflower	1,700	1,700	1,800	100	94
Celery					
Early	2,800	2,800	2,700	100	104
<u>Summer</u>	<u>4,330</u>	<u>4,330</u>	<u>4,730</u>	<u>100</u>	<u>92</u>
Total	7,130	7,130	7,430	100	96
Corn, Sweet					
Early	30,700	30,700	30,500	100	101
<u>Late</u>	<u>85,300</u>	<u>85,300</u>	<u>86,900</u>	<u>100</u>	<u>98</u>
Total	116,000	116,000	117,400	100	99
Cucumbers					
Early	5,700	5,700	5,400	100	106
<u>Late</u>	<u>5,200</u>	<u>5,200</u>	<u>5,000</u>	<u>100</u>	<u>104</u>
Total	10,900	10,900	10,400	100	105
Lettuce	48,650	48,650	50,350	100	97
Onions					
Early	12,800	12,800	13,450	100	95
<u>Late</u>	<u>60,450</u>	<u>63,630</u>	<u>61,100</u>	<u>95</u>	<u>99</u>
Total	73,250	76,430	74,550	96	98
Peppers, Green					
Early	9,300	9,300	8,900	100	104
<u>Late</u>	<u>18,700</u>	<u>18,700</u>	<u>20,750</u>	<u>100</u>	<u>90</u>
Total	28,000	28,000	29,650	100	94
Tomatoes					
Early	45,150	45,150	44,200	100	102
<u>Late</u>	<u>21,400</u>	<u>21,400</u>	<u>22,850</u>	<u>100</u>	<u>94</u>
Total	66,550	66,550	67,050	100	99
Grand Total	403,340	407,000	408,580	99	99

Table 2.--Summer Vegetables: Probable production in 1971 from guide acreage with comparisons

Commodity	Production			Guide production as percentage of:	
	1971	1970	1969	1970	1969
	guide 1/	prel.		prel.	
	1,000 cwt.			Percent	
Beans, Snap	901	916	913	98	99
Cabbage					
Early	1,036	1,039	1,031	100	100
<u>Late</u>	<u>2,951</u>	<u>2,946</u>	<u>2,909</u>	<u>100</u>	<u>101</u>
Total	3,987	3,985	3,940	100	101
Carrots					
Early	2,576	2,730	2,080	94	124
<u>Late</u>	<u>432</u>	<u>401</u>	<u>490</u>	<u>108</u>	<u>88</u>
Total	3,008	3,131	2,570	96	117
Cauliflower	135	135	136	100	99
Celery					
Early	1,512	1,428	1,539	106	98
<u>Summer</u>	<u>1,490</u>	<u>1,582</u>	<u>1,564</u>	<u>94</u>	<u>95</u>
Total	3,002	3,010	3,103	100	97
Corn, Sweet					
Early	2,136	2,148	2,081	99	103
<u>Late</u>	<u>5,372</u>	<u>5,494</u>	<u>5,287</u>	<u>98</u>	<u>102</u>
Total	7,508	7,642	7,368	98	102
Cucumbers					
Early	595	597	587	100	101
<u>Late</u>	<u>435</u>	<u>466</u>	<u>393</u>	<u>93</u>	<u>111</u>
Total	1,030	1,063	980	97	105
Lettuce	11,707	11,875	11,823	99	99
Onions					
Early	3,000	2,899	2,942	103	102
<u>Late</u>	<u>20,054</u>	<u>21,458</u>	<u>19,928</u>	<u>93</u>	<u>101</u>
Total	23,054	24,357	22,870	95	101
Peppers, Green					
Early	350	352	325	99	108
<u>Late</u>	<u>1,849</u>	<u>1,856</u>	<u>1,918</u>	<u>100</u>	<u>96</u>
Total	2,199	2,208	2,243	100	98
Tomatoes					
Early	5,398	5,268	5,452	102	99
<u>Late</u>	<u>2,379</u>	<u>2,461</u>	<u>2,432</u>	<u>97</u>	<u>98</u>
Total	7,777	7,729	7,884	101	99
Grand Total	64,308	66,051	63,830	97	101

1/ Product of planted acreage guide for 1971, less normal abandonment, times average yield.

Table 3.--Summer-Fall Melons: Planted acreage guide 1971 with comparisons

Commodity	:	Planted acreage			:	Percent acreage guide			
	:	is of:							
	:	1971	:	1970	:	1970	:	1969	
	:	guide	:	prel.	:	prel.	:		
		<u>Acres</u>				<u>Percent</u>			
Cantaloups									
Early Summer		10,000		9,500		11,700		105	85
Mid-Summer		56,000		56,000		56,900		100	98
Late Summer		7,400		7,400		7,500		100	99
<u>Early Fall</u>		<u>4,510</u>		<u>4,510</u>		<u>4,100</u>		<u>100</u>	<u>110</u>
Total		77,910		77,410		80,200		101	97
Watermelons									
Early Summer		210,600		210,600		211,800		100	99
<u>Late Summer</u>		<u>20,500</u>		<u>20,500</u>		<u>19,000</u>		<u>100</u>	<u>108</u>
Total		231,100		231,100		230,800		100	100
Grand Total		309,010		308,510		311,000		100	99

Table 4.--Summer-Fall Melons: Probable production in 1971, with comparisons

Commodity	Production			Guide production as	
				percentage of:	
	1971	1970	1969	1970	1969
	guide 1/	prel.		prel.	
	1,000 cwt.			Percent	
Cantaloups					
Early Summer	598	568	708	105	84
Mid-Summer	7,928	7,993	7,250	99	109
Late Summer	593	608	567	98	105
<u>Early Fall</u>	<u>523</u>	<u>523</u>	<u>386</u>	<u>100</u>	<u>135</u>
Total	9,642	9,692	8,911	99	108
Watermelons					
Early Summer	16,406	16,536	15,710	99	104
<u>Late Summer</u>	<u>2,870</u>	<u>2,981</u>	<u>2,635</u>	<u>96</u>	<u>109</u>
Total	19,276	19,517	18,345	99	105
Grand Total	28,918	29,209	27,256	99	106

1/ Computed: Product of planted acreage guide for 1971, less normal abandonment, times average yield.

Table 5.--Fall Vegetables: Planted acreage guide 1971 with comparisons

Commodity	Planted acreage			Percent acreage guide is of:	
	1971	1970	1969	1970	1969
	guide	prel.		prel.	
	Acres			Percent	
Beans, Snap					
Early	11,300	11,300	11,550	100	98
<u>Late</u>	<u>10,000</u>	<u>10,000</u>	<u>10,100</u>	<u>100</u>	<u>99</u>
Total	21,300	21,300	21,650	100	98
Broccoli	20,800	20,800	22,350	100	93
Cabbage					
Early 1/	32,190	33,880	31,950	95	101
<u>Late</u>	<u>2,180</u>	<u>2,300</u>	<u>2,150</u>	<u>95</u>	<u>101</u>
Total	34,370	36,180	34,100	95	101
Carrots					
Early	25,130	25,130	25,780	100	97
<u>Late</u>	<u>7,400</u>	<u>7,400</u>	<u>8,300</u>	<u>100</u>	<u>89</u>
Total	32,530	32,530	34,080	100	95
Cauliflower					
Early	3,900	3,700	4,400	105	89
<u>Late</u>	<u>10,800</u>	<u>10,300</u>	<u>11,300</u>	<u>105</u>	<u>96</u>
Total	14,700	14,000	15,700	105	94
Celery					
Late	6,200	6,200	5,900	100	105
Corn, Sweet	16,600	19,100	15,500	87	107
Cucumbers					
Early	9,600	10,800	8,500	89	113
<u>Late</u>	<u>8,400</u>	<u>8,400</u>	<u>8,700</u>	<u>100</u>	<u>97</u>
Total	18,000	19,200	17,200	94	105
Lettuce					
Early	45,400	45,400	45,800	100	99
<u>Late</u>	<u>13,300</u>	<u>13,300</u>	<u>13,400</u>	<u>100</u>	<u>99</u>
Total	58,700	58,700	59,200	100	99
Peppers, Green	11,000	11,700	9,600	94	115
Tomatoes					
Early	18,300	18,300	16,400	100	112
<u>Late</u>	<u>13,200</u>	<u>13,200</u>	<u>14,200</u>	<u>100</u>	<u>93</u>
Total	31,500	31,500	30,600	100	103
Grand Total	265,700	271,210	265,880	98	100

1/ Includes cabbage for processing.

Table 6.--Fall Vegetables: Probable production in 1971 from guide acreage with comparisons

Commodity	Production			Guide production as percentage of:	
	1971	1970	1969	1970	1969
	guide 1/	prel.		prel.	
	1,000 cwt.			Percent	
Beans, Snap					
Early	416	412	433	101	96
<u>Late</u>	<u>357</u>	<u>380</u>	<u>304</u>	<u>94</u>	<u>117</u>
Total	773	792	737	98	105
Broccoli	1,431	1,460	1,527	98	94
Cabbage					
Early 2/	9,266	9,800	8,745	95	106
<u>Late</u>	<u>299</u>	<u>299</u>	<u>334</u>	<u>100</u>	<u>90</u>
Total	9,565	10,099	9,079	95	105
Carrots					
Early	6,685	6,860	6,788	97	98
<u>Late</u>	<u>2,405</u>	<u>2,294</u>	<u>2,822</u>	<u>105</u>	<u>85</u>
Total	9,090	9,154	9,610	99	95
Cauliflower					
Early	396	386	339	103	117
<u>Late</u>	<u>1,166</u>	<u>1,071</u>	<u>1,243</u>	<u>109</u>	<u>94</u>
Total	1,562	1,457	1,582	107	99
Celery					
Late	3,416	3,245	3,393	105	101
Corn, Sweet	827	1,002	725	83	114
Cucumbers					
Early	844	848	818	100	103
<u>Late</u>	<u>627</u>	<u>703</u>	<u>407</u>	<u>89</u>	<u>154</u>
Total	1,471	1,551	1,225	95	120
Lettuce					
Early	8,194	8,127	8,176	101	100
<u>Late</u>	<u>2,328</u>	<u>2,328</u>	<u>2,489</u>	<u>100</u>	<u>94</u>
Total	10,522	10,455	10,665	101	99
Peppers, Green	663	705	601	94	110
Tomatoes					
Early	3,642	3,569	3,608	102	101
<u>Late</u>	<u>1,475</u>	<u>1,440</u>	<u>1,184</u>	<u>102</u>	<u>125</u>
Total	5,117	5,009	4,792	102	107
Grand Total	44,437	44,929	43,936	99	101

1/ Product of planted acreage guide for 1971, less normal abandonment, times average yield.

2/ Includes cabbage for processing.

III. 1970 SUMMARY

Summer Vegetables

Total summer fresh vegetable production in 1970 was 66.1 million hundred-weight, slightly more than the moderate 1969 output. Contributing most to the overall increase were substantially more carrots and onions (Figures 1 and 2). Also, sweet corn production was up moderately, and cucumber output was substantially larger than the reduced volume in 1969. Summer lettuce, snap bean, and cabbage crops were about unchanged from the previous year. But summer celery, green pepper, and tomato crops were down slightly.

During the early summer of 1970, marketing difficulties were confined chiefly to carrots and celery. Overlapping spring vegetable supplies from Florida were comparatively light. This contributed to high prices for early summer cabbage, sweet corn, green pepper and tomato crops. Also, because of reduced total supplies, early summer onions were marketed at fairly high prices in 1970. Despite modest crops, marketings of numerous vegetable crops bunched as the season progressed into the late summer, and prices were under pressure. The market for late summer onions was weak because of a record-large output and prices stayed low during the late summer and fall.

In total, principal fresh summer vegetables in 1970 were valued at \$324.4 million, slightly less than the \$325.3 million in 1969. Sharp reductions for carrots, celery, and onions more than offset higher crop values for lettuce, sweet corn, and tomatoes.

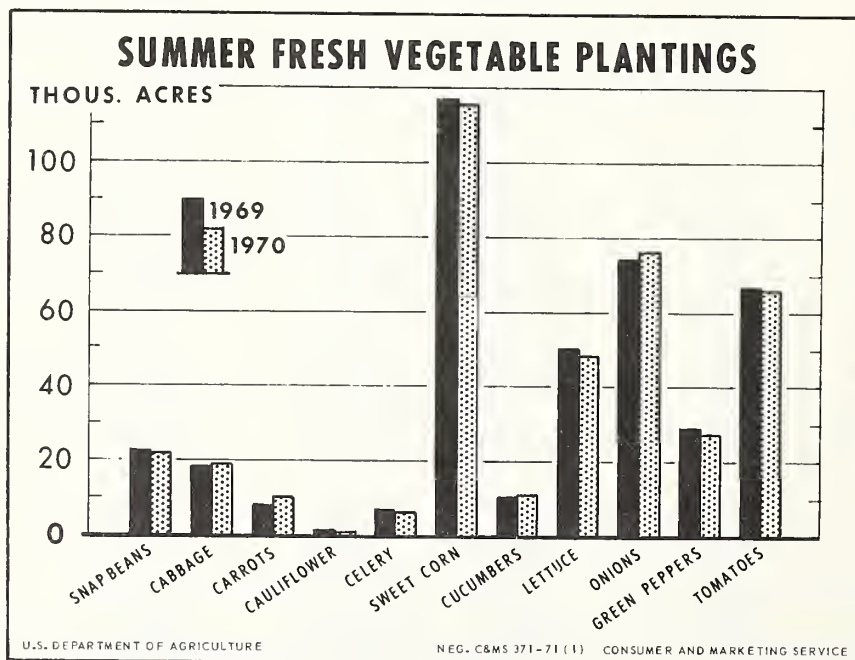


Figure 1

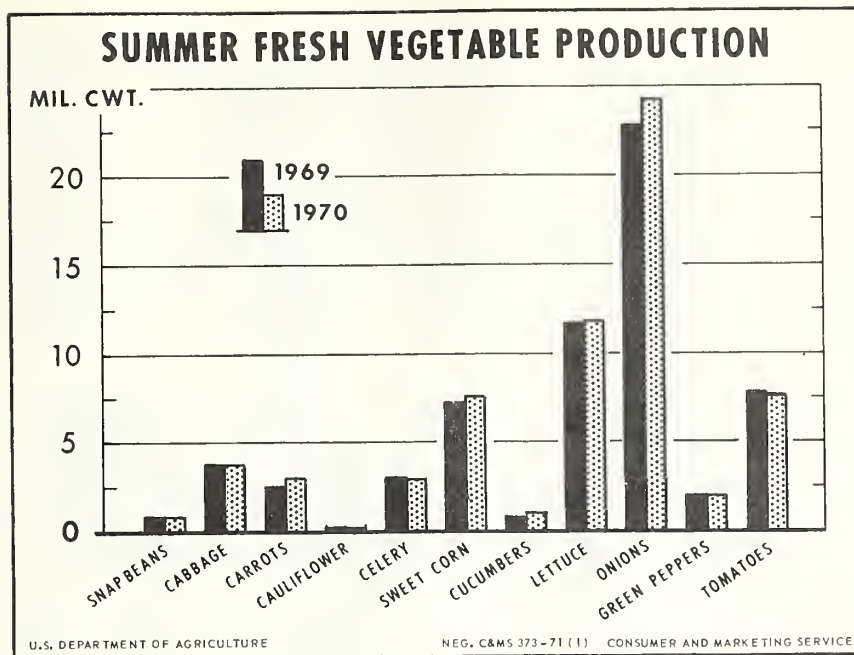


Figure 2

Fall Vegetables

Total fall vegetable plantings in 1970 of 271,210 acres exceeded those of a year earlier by 2 percent. Acreage increases ranged from moderate for cabbage, celery, and tomatoes to substantial for sweet corn, cucumbers, and green peppers. Partly offsetting these increases were reduced plantings of other fall vegetables (Figure 3).

Aggregate fall vegetable production in 1970 of 44.9 million hundredweight was slightly larger than total 1969 output. Increased yields of cabbage, sweet corn, cucumbers, and tomatoes intensified the effect of the acreage increases on total output (Figure 4).

The bunching in marketings which developed in the late summer of 1970 extended into the fall. With few exceptions, average prices for fall vegetable crops were below the moderate to high levels of a year earlier. Heavy supplies resulted in especially low cabbage and sweet corn prices. Because of overlapping supplies from summer producing areas, carrot and celery prices averaged sharply lower. Though generally moderate, green pepper and tomato prices also averaged below the high 1969 levels.

Aggregate value of 1970 fall fresh vegetable production was \$247.6 million, 13 percent less than in 1969. Crop values for practically all fall vegetables were lower, with substantial decreases for cabbage, carrots, celery, lettuce, and tomatoes.

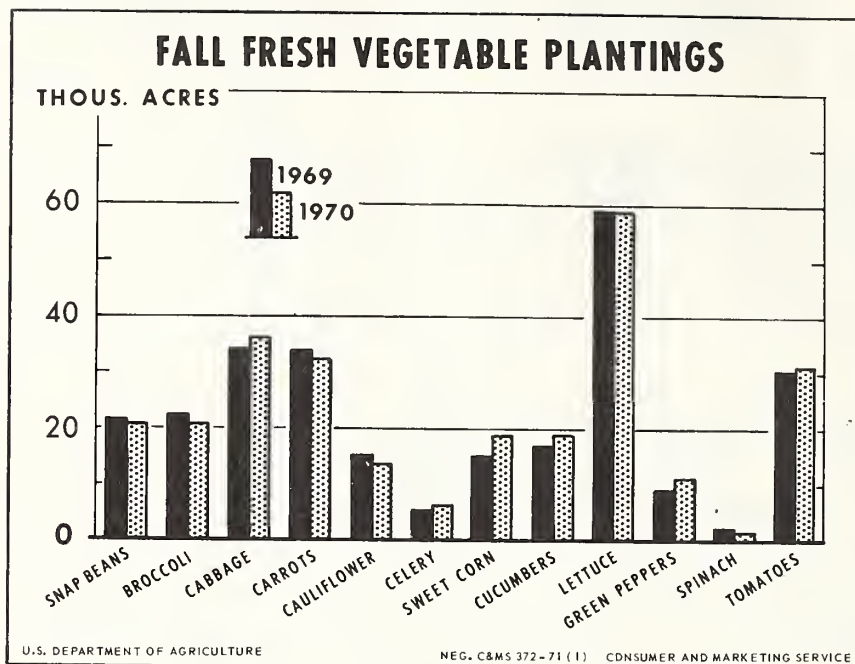


Figure 3

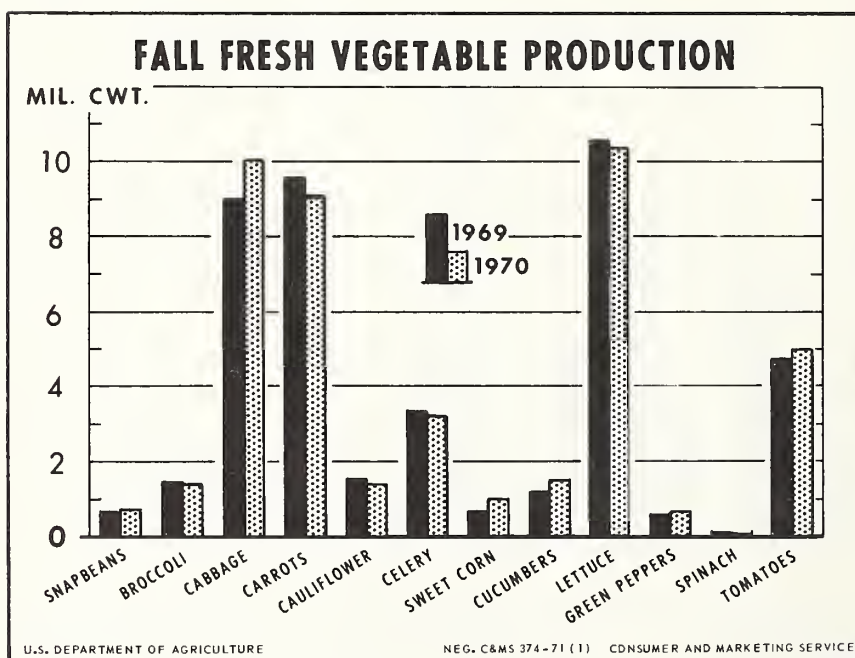


Figure 4

IV. VEGETABLE SUMMARIES

Snap Beans--Total summer-fall fresh snap bean production declined substantially during the 1960-70 period (Figure 18). In recent years, average production was more than a fourth less than that in the early 1960's. The decrease in market requirements is due largely to increased use of canned and frozen snap beans. Although the seasonal pattern of production has shown little change, output is now concentrated in fewer States than in earlier years. Total 1970 summer-fall fresh snap bean production was moderately more than in 1969 but about equal to that in 1968. The increase in 1970 was due to a much larger late fall crop.

Summer snap bean production in 1970 was about the same as a year earlier. Crops in several States, however, were delayed by adverse weather and marketings bunched more than usual. Prices in several leading producing States, including New York, Michigan, and North Carolina averaged much lower than in 1969. Total crop value in 1970 was 12 percent less than the \$11.7 million a year earlier.

Mainly because of dry conditions which reduced yields in most East Coast producing States, 1970 early fall snap bean production was moderately less than in 1969. The market was generally firm throughout September and October. For the season, prices averaged close to the fairly high level in 1969. Nevertheless, total crop value was slightly less than in the previous year.

Florida's late fall snap bean crop developed favorably in 1970. With a much higher average yield per acre than in 1969, production was up a fourth. As a result, the season average price was down sharply from the high 1969 level. Total 1970 crop value, at \$5.1 million, was about a tenth less than in 1969.

The 1971 guide for summer-fall fresh snap beans is a planted acreage of 43,640 acres, equal to 1970 plantings. With normal abandonment and 1967-70 average yields, total production would be 1.7 million hundredweight, about equal to 1970.

Cabbage--Combined early and late summer cabbage production in 1970 was about equal to the moderate outturn in 1969 (Figure 5). Relatively light overlapping supplies from Florida's winter crop and reduced late spring production resulted in a strong cabbage market during June. Because of particularly high prices in New Jersey, a leading State, the early summer season average price was substantially above a year earlier. Total crop value of \$3.7 million was 14 percent more than in 1969. Light marketings from several late summer producing States in late June and early July sold at fairly high prices. However, most of the late summer production moved in August when total cabbage supplies were quite plentiful. As a result, the season average price was slightly less than in 1969. Total 1970 crop value was similar to that a year earlier, although moderately below the high 1968 value.

Increased plantings in most producing States and record high average yields in Upstate New York, Ohio, and Wisconsin resulted in a 1970 early fall cabbage production 12 percent more than in 1969. Although a much larger volume was utilized for sauerkraut, the abundant supplies kept prices at depressed levels throughout the fall. Total 1970 crop value, at \$18.9 million, was about a fifth less than the nearly \$24 million a year earlier.

Following high prices for 1969 production, late fall cabbage plantings in Virginia and North Carolina were increased in 1970. Even though dry weather curbed production, prices averaged sharply lower than in 1969. The total value at shipping point was only about half the \$1.4 million of the previous year.

The 1971 guide for summer-fall cabbage is 53,620 acres, slightly less than last year's plantings. With normal abandonment and 1967-70 average yields, total production will be 13.6 million hundredweight, moderately less than in 1970.

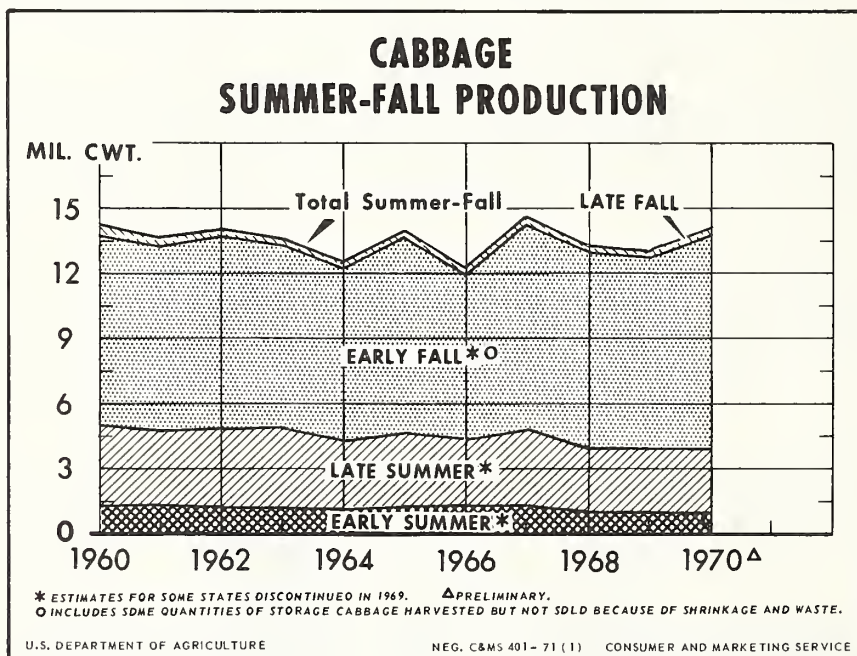


Figure 5

Carrots--Summer carrot production in 1970 was much larger than the moderate 1969 output (Figure 6). Because of sharply increased plantings and a higher yield, early summer output in California was up almost a third. As a result, June and July marketings from California moved at prices substantially lower than the near record-high levels of a year earlier. Carrot volume continued heavy through the summer with little change in shipping point prices.

Although below normal yields reduced late summer production in New Jersey and Illinois, season average prices in these two States in 1970 were below the fairly high levels of 1969.

Total 1970 fall carrot production was moderately less than a year earlier. The reduction was due to a substantially smaller late fall output in California where growers reduced plantings and obtained lower yields. The dominant early fall crop, which is a major source of carrots for processing, was slightly larger than a year earlier. Increased plantings and improved yields resulted in much larger crops in Wisconsin and Washington. Also, higher yields increased production in Texas where most of the crop moves to fresh market outlets. Largely offsetting these increases were sharply reduced outputs in Colorado and Oregon.

During the 1970 fall, shipping point prices in California, western Michigan, and the High Plains of Texas were relatively stable at levels sharply less than in 1969. Season average prices in 1970 for both early and late fall carrots were down substantially from the relatively high levels of a year earlier. Total early fall crop value, at \$20.9 million, was over a fourth less than in 1969, but about equal to 1968. In California, 1970 late fall crop value was close to a third less than in both 1968 and 1969.

The 1971 guide for summer-fall carrots is 42,100 acres, slightly less than total 1970 plantings. With normal abandonment and average yields, production will be 12.1 million hundredweight, 2 percent less than in 1970.

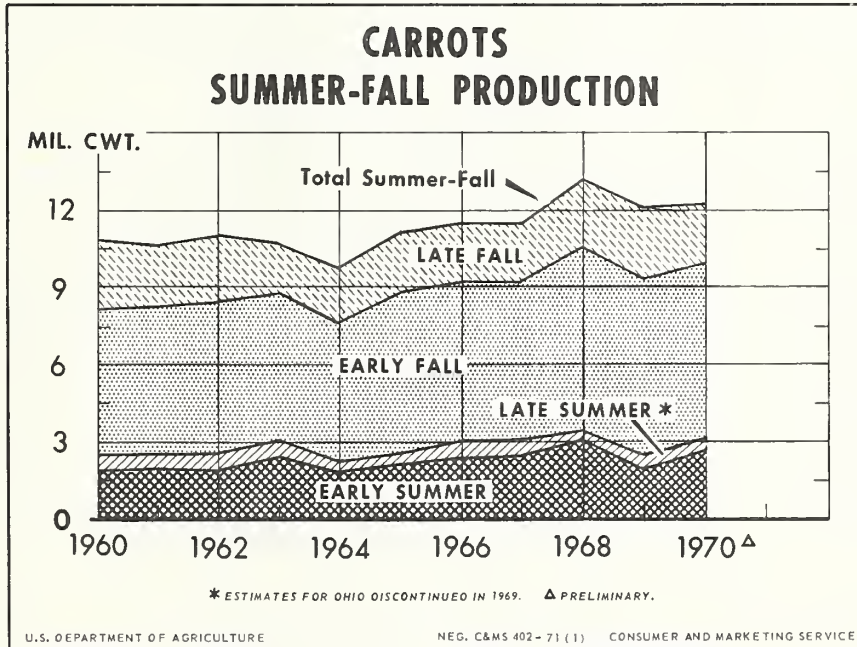


Figure 6

Celery--During the past decade, summer-fall celery production has held in a relatively narrow range. Increased output in California for early summer marketing has about offset decreased summer production in other areas (Figure 7).

Total summer-fall production in 1970 was moderately less than 1969. Despite increased early summer plantings in California, a lower average yield there resulted in a production less than a year earlier. Also, California late fall production was less than in the previous year because of a lower yield per acre. Among the summer producing States, 1970 crops ranged from more than a year earlier in New York, Ohio, and Washington to moderately less in Michigan, where close to half the total "summer" output originates.

Celery shipments from southern California in late May 1970 returned high prices. But shipping point prices were down sharply by late June when celery shipments from the Salinas-Watsonville area began. At these levels, they were substantially lower than a year earlier. Moreover, there was a further price decline in July as California shipments continued heavy and harvesting began in Upstate New York, Ohio, and Michigan. In early September, however, reduced volume from California contributed to a strong market for eastern and midwestern supplies. But prices turned sharply lower in October as the source of supply shifted again to California.

Because of reduced output and lower average prices, the 1970 total value of early summer celery was over a third less than in 1969. The total value of summer crop celery, however, was slightly higher than in the previous year. In contrast with 1969, seasonally heavy volume from Florida during the 1970 fall checked the demand for late fall California supplies. The late fall season average price in California was substantially less than a year earlier, and total crop value was down about 20 percent from the high level in 1969.

The 1971 guide for summer-fall celery is 13,330 acres, equal to 1970 plantings. With normal abandonment and average yields, total production will be 6.4 million hundredweight, slightly more than in 1970.

Sweet Corn--Early summer sweet corn production in 1970 was slightly larger than that in 1969 (Figure 8). High yields resulted in a moderate increase in tonnage in New Jersey, and the crop in Missouri was up a fifth because of increased plantings. But dry conditions curtailed North Carolina's output. Reduced supplies from Florida's early spring crop compared with a year earlier and good harvest timing contributed to fairly high season average prices in eastern producing States. Also, the season average price in California was above the low level in 1969. With higher crop values in all producing States, the total value of 1970 early summer production was about a fifth more than in 1969.

Higher yields in most principal producing northeastern and midwestern States resulted in a moderate increase in late summer sweet corn production in 1970. As in 1969, adverse spring weather slowed crop development, resulting in bunched harvests in August. At that time, prices were about equal to the low levels of a year earlier. Prices improved substantially in early September,

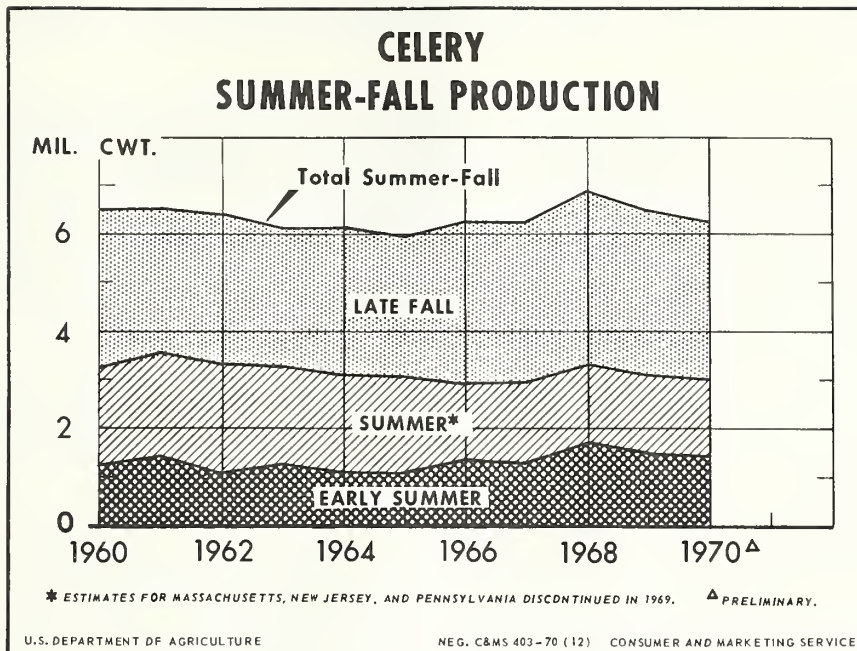


Figure 7

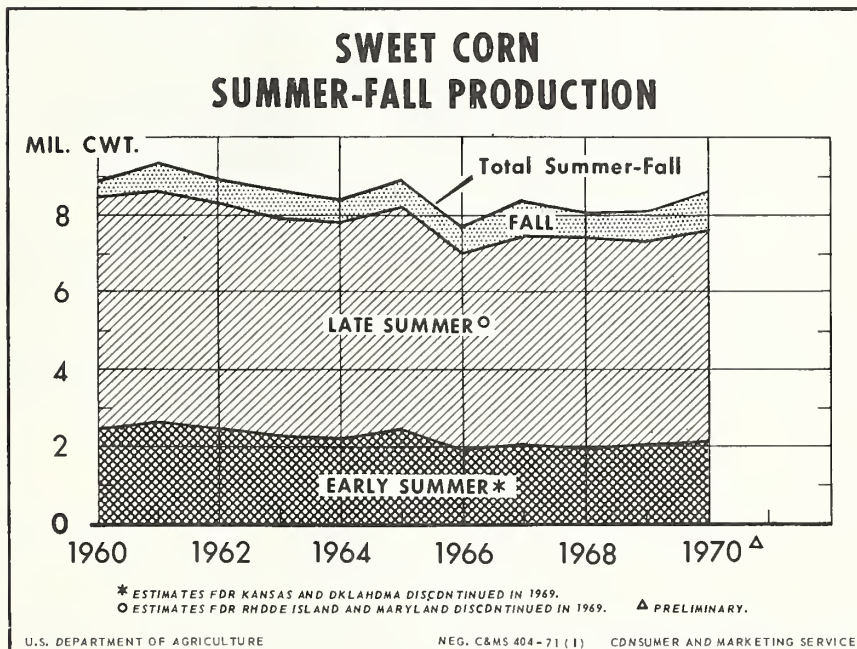


Figure 8

however, and the season average price was slightly higher than in 1969. The total crop value of \$23.8 million was moderately more than in 1969 and about equal to 1968.

Fall sweet corn production was almost 40 percent more than the small 1969 output. Sharply increased plantings and high yields in Florida were responsible for the relatively large production. Florida shipments reached volume proportions by late October and continued heavy through November and most of December. The Florida shipping point market was weak throughout the season with prices averaging close to the \$2.00 per crate mark. For the season, prices in Florida averaged sharply lower than the moderate 1969 level. Also, prices averaged below a year earlier for the small output in California.

The 1971 guide for summer-fall sweet corn is 132,600 acres, slightly less than the acreage planted in 1970. With normal abandonment and average yields, production will be 8.3 million hundredweight, moderately less than in 1970.

Lettuce--Total summer-fall lettuce production trended higher during the early and mid-1960's, but total output has been relatively stable in recent years (Figure 9). Increased summer production contributed to the long-term production gain. However, the largest increase in output occurred in the early fall States where production has recently been about two-thirds more than in the early 1960's. This increase was partially offset by reduced late fall output in Arizona.

Total 1970 summer lettuce production was about equal to 1969. Higher average yields in most States offset slightly less acreage for harvest, particularly in California, the leading source for summer lettuce. Although early spring lettuce production in the West was larger than a year earlier, marketing of these crops was largely completed prior to June 1. As a result, the lettuce market strengthened in early June. Shipping point prices in California advanced to moderate levels, and initial shipments from eastern and midwestern areas sold at prices higher than a year earlier. In early July, total volume increased and prices declined. During late July and throughout August, however, lettuce shipments from California were comparatively light because of labor problems. Strikes and picketing prevented normal field work and packing house activities. Lettuce prices advanced sharply in late July and reached record high levels in early August. Moreover, there was a further sharp price advance in September for limited offerings. With higher prices in most producing States, the 1970 season average price for summer lettuce was sharply higher than the low 1969 level. Total crop value in 1970 was almost \$60 million compared with \$47 million in 1969.

Early fall lettuce production in 1970 was about as large as that in 1969. A slight increase in California production because of a higher average yield and larger outputs in New Jersey and Texas mostly offset a sharp cutback in New Mexico. Lettuce prices continued high during September 1970. However, when increased volume became available from California in October, prices declined sharply to moderate levels. Although a large portion of the Texas crop was lost due to a mid-October freeze, prices averaged below 1969. Also, the season average price in New Mexico was less than a year earlier. Prices in California

averaged quite high in 1970. Total early fall crop value was estimated at \$51.3 million compared with \$45.9 the previous year.

Because of a lower average yield per acre, 1970 fall lettuce production in Arizona was moderately less than in 1969. Lettuce shipments from the Wilcox area were active in October; volume supplies originated from other areas in November and early December. With competitive supplies fairly heavy, prices during October and November averaged much lower than a year earlier. In addition, prices trended lower in early December. Total 1970 crop value was close to half the high level in 1969.

The 1971 guide for summer-fall lettuce is 107,350 acres, equal to 1970 plantings. With normal abandonment and average yields, total production will be 22.2 million hundredweight, about the same as in 1970.

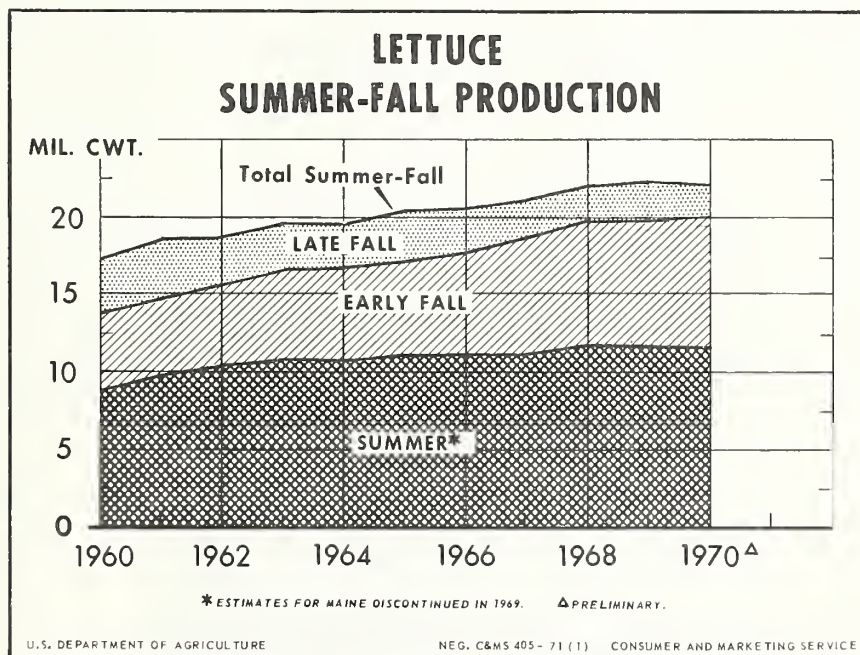


Figure 9

Onions--Early summer onion production in 1970 was slightly less than the moderate 1969 output (Figure 10). Although high yields more than offset the acreage reduction in Texas, 1970 crops in New Mexico and in New Jersey were smaller than in 1969 because of reduced plantings. In Washington, however, increased plantings resulted in a sharply larger output.

The market for onions was firm during the first half of 1970. Remaining storage supplies of 1969 crop onions were relatively light. Although larger than a year earlier, the South Texas early spring crop was in good balance with market needs. Despite more late spring output in Arizona and California, prices in these two States averaged higher than in 1969.

When early summer onion shipments from the Trans-Pecos area of Texas began in mid-May, shipping point prices were about a third above the fairly low levels a year earlier. Moreover, there was a further price advance in June as additional supplies moved from New Mexico and harvest activity began in New Jersey and Washington. Prices continued high through July for peak supplies from the early summer producing States. Although prices were much lower for marketings during August and September, the 1970 early summer season average price was much higher than in 1969. Total crop value, at \$14.2 million, was a tenth more than in 1969 but about equal to 1968.

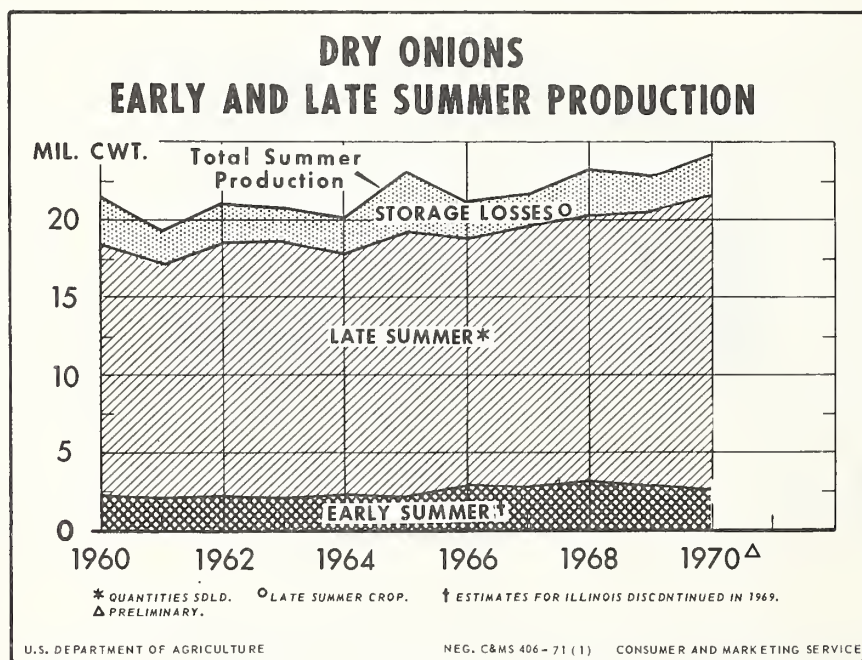


Figure 10

Following high prices for 1969 crop storage onions, there was a moderate increase in plantings for the 1970 late summer crop. Increases ranged from moderate in Michigan and Minnesota to substantial in the important Idaho and eastern Oregon area. In Upstate New York, 1970 plantings were 7 percent more than in 1969. The acreage planted in California, however, was slightly less than a year earlier.

In addition to widespread acreage increases, yields averaged quite high. Total 1970 late summer onion production reached the record total of 21.5 million hundredweight (Figure 10). The production of yellow globe types in Upstate New York was nearly a third more than in 1969. Substantial production increases were reported in Ohio, Michigan, and Wisconsin, where yellow globes also predominate. Increased plantings and larger yields resulted in substantially more output of spanish-type onions in Idaho, although this was partially offset by a decrease in eastern Oregon. Also, the Washington and western Oregon crops were below a year earlier, as was California production. More than half the California crop is utilized for dehydration.

Under pressure of heavy supplies, onion markets were generally weak throughout the 1970 late summer and fall. In contrast with the advancing market of a year earlier, prices opened much lower, and there were successive decreases to lower levels into the early winter. Because of the large late summer output, storage holdings on January 1, 1971 were up substantially from the moderate volume a year earlier. Prices at major shipping points continued sharply below comparable levels of the 1970 winter. Indicated value of 1970 late summer onion production was \$55.8 million which compares with \$76.2 million for the 1969 crop and \$49.8 million for the 1968 crop.

The 1971 guide for early and late summer onions combined is 73,250 acres, moderately less than the total acreage planted to these crops in 1970. With normal abandonment and average yields, total production will be 5 percent less than last year.

Tomatoes--Combined summer and fall tomato production in 1970 was about the same as in 1969 (Figure 11). Slight decreases in both early and late summer crops and less early fall production in California largely offset a substantial gain in the late fall crop.

Harvest timing for 1970 early summer tomatoes was generally favorable. Volume movement from southeastern States was underway in early July. Although somewhat later than usual because of cold spring weather, active shipments from such northern producing States as Ohio and New Jersey met with less competition than in 1969 because adverse weather also delayed crops in later areas. Although some California production was abandoned because of depressed markets in late August, prices averaged above a year earlier. The early summer season average price was a fourth higher than the low price in 1969. Total crop value was up a fifth to \$60.4 million which compared with \$50.2 million the previous year.

The 1970 late summer season average price was moderately less than the fairly high 1969 price. Returns were above a year earlier in some States, including New York, Illinois, Michigan, Colorado and Washington. But bunching of supplies during late August and early September depressed prices in other eastern and midwestern States. Total 1970 crop value was \$23.4 million, slightly less than in 1969.

A substantial increase in 1970 early fall tomato plantings in California followed the generally high price 1969 season. But yield per acre was lower, and total output was close to the large volume in 1969. In addition, competitive shipments from Florida's late fall crop were much heavier. As a result, the 1970 early fall price was below the unusually high 1969 level. While higher than two years earlier in 1968, total 1970 crop value was sharply less than in 1969. Because of a higher average yield, 1970 late fall output in Florida was much larger than the weather-damaged 1969 crop. Although much less than in the 1969 fall, prices were generally moderate during the 1970 season. Total 1970 late fall crop value was slightly higher than the \$18.7 million in 1969.

The 1971 guide for summer-fall tomatoes is 98,050 acres, equal to 1970 plantings. With normal abandonment and average yields, production will be 12.9 million hundredweight, slightly more than in 1970.

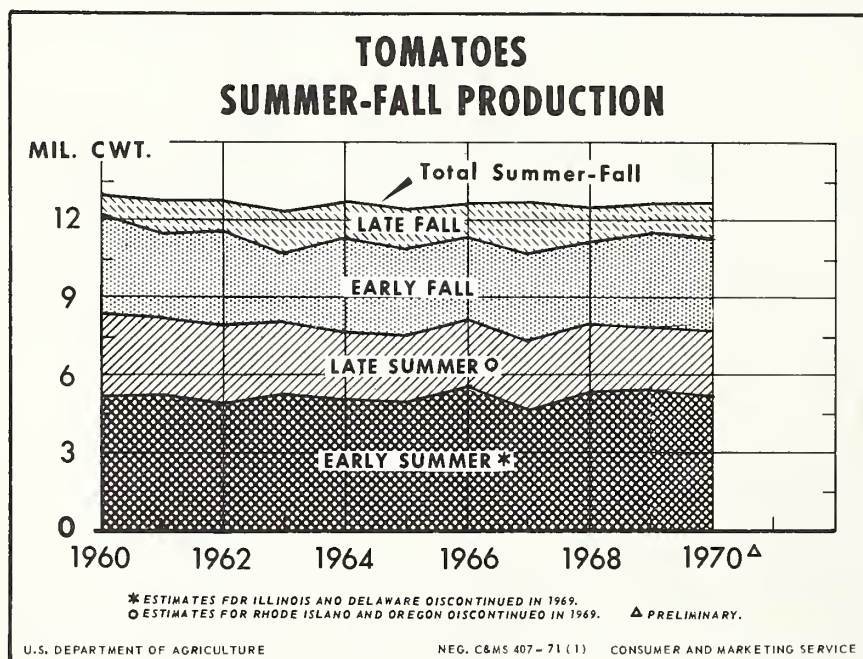


Figure 11

Cantaloups--Combined 1970 summer-fall cantaloup production was a tenth larger than the moderate 1969 output (Figure 12). Because of a sharp cutback in Arizona plantings, early summer cantaloup output was a fifth smaller. But higher yields than a year earlier increased production in most mid-summer and late-summer producing States. Also, increased plantings and relatively high yields in both Arizona and California resulted in an early fall production about a third more than in 1969.

Total cantaloup marketings during the 1970 early summer were relatively light. Through June and early July, shipments from sharply reduced spring crops in the desert areas of California and the Yuma area of Arizona were much less than a year earlier. In addition, total early summer movement from central Arizona was down substantially compared with 1969. The early summer harvest in Arizona began in mid-June with peak volume in early July. Also, active harvesting was underway in southern Georgia by mid-June with supplies continuing through July. Most of the South Carolina crop was marketed in July.

The reduced competition for markets resulted in high prices for 1970 early summer cantaloups. In late June, shipping point prices were quite high. Although prices trended lower in July, the 1970 season average price was moderately higher than in 1969. Because of the small output in Arizona, however, total crop value was sharply less than a year earlier.

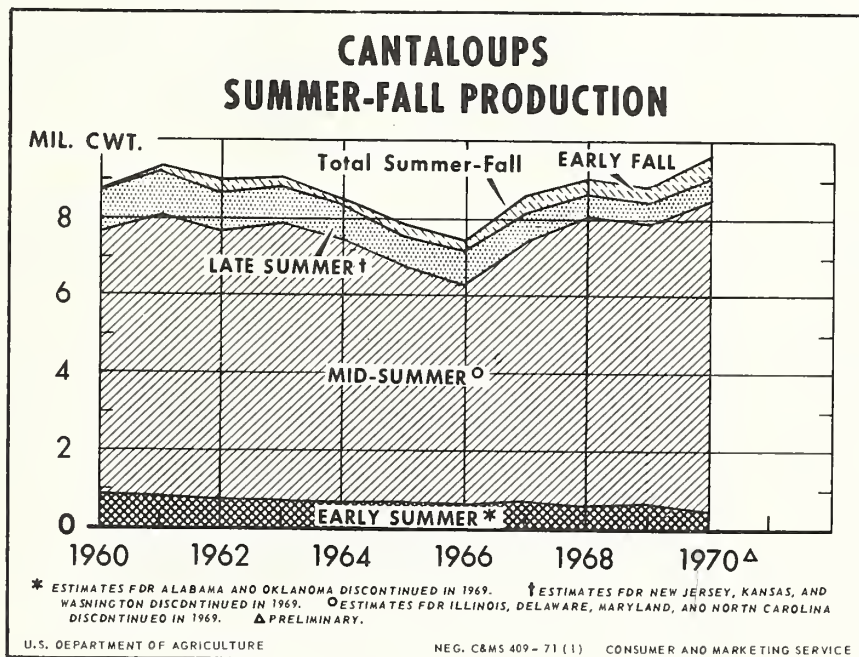


Figure 12

Although seasonally heavy, cantaloup marketings from principal mid-summer areas during July and August were orderly. Bunching of supplies from California, the source of over ninety percent of mid-summer production, was appreciably less than in the 1969 summer. Shipments from Kern County were largely completed about mid-July before heavy volume moved from the Westside district in late July. In the Pecos district of Texas, shipments were heaviest in early August, and most of the High Plains crop was marketed in late August. Indiana producing areas furnished moderate supplies through August and early September.

The generally favorable harvest timing helped to maintain a strong market demand for cantaloups during most of the 1970 summer. Despite increased output in both Texas and California, prices in these two States averaged close to the moderate levels a year earlier. But prices averaged sharply higher for the Indiana crop. The total value of mid-summer production in 1970 was \$41.9 million compared with \$37.0 million in 1969.

Among the late summer cantaloup producing States, prices averaged quite high for larger crops in Upstate New York and Colorado. In Ohio and Michigan, however, prices for 1970 marketings averaged below year-earlier levels. Nevertheless, total crop value, at \$3.4 million, exceeded that in 1969.

The increased early fall cantaloup production in 1970 met with good market reception. Although Arizona supplies peaked in mid-October, total shipments were not particularly heavy at any time during the season. Harvesting in the Imperial Valley of California was active in October and extended into November. Because of sharply higher prices, total 1970 crop value in Arizona was more than double that in 1969. Also, prices averaged above a year earlier in California, and the crop in that State was valued at \$2 million compared with about \$1.5 million in 1969.

The 1971 guide for summer and early fall cantaloups is 77,910 acres, about the same as 1970 plantings. With normal abandonment and average yields, production will be 9.6 million hundredweight, slightly less than in 1970.

Watermelons--Total summer watermelon production in 1970 was moderately larger than in 1969 (Figure 13). Among the early summer States, increased production in the Gulf Coast States because of more acreage and generally higher yields more than offset smaller crops in the West and the Southeast. In Texas, the leading State in production, total 1970 output was over a fourth larger than in 1969. Larger crops also were reported in Arkansas and Mississippi. In the principal producing southeastern States of Georgia and South Carolina, growers reduced plantings. Despite relatively high yields, total output in these two States was less than a year earlier. Also, acreage cuts were responsible for smaller crops in both Arizona and California.

Through July, a favorable harvest pattern in the East and reduced marketings from the West contributed to a generally firm market for watermelons. Although late spring supplies from Florida continued quite heavy during June and early July, South Carolina shipments did not peak until mid-July, a little later than a year earlier. This helped to avert the serious bunching in sup-

plies which developed in 1969. California's late spring production was small, and the 1970 average price and crop value were high. Also, 1970 marketings from South Texas sold at a relatively high average price.

In 1970, season average prices for early summer watermelons in Arizona and California were well above the low 1969 levels. Also, prices in Texas averaged slightly higher despite the large production. In contrast, crops in Mississippi, Arkansas, Louisiana, and Oklahoma were marketed at prices lower than a year earlier. Despite fairly low prices in the South Central States, the 1970 season average price was about a tenth higher than in 1969. Total crop value of \$32.8 million was substantially higher than in both 1968 and 1969.

Late summer watermelon production in 1970 was substantially larger than the moderate 1969 output. The increase was due primarily to higher yields than a year earlier in Delaware, Maryland, and Indiana. In Missouri, relatively low yields about offset a sharp increase in plantings. Indiana production was up more than a tenth. On the Delmarva Peninsula, production was a fourth more than in 1969. In September, competitive early summer supplies in midwestern markets were lighter than usual. As a result, season average prices in Missouri and Indiana were only moderately less than a year earlier. In Delaware and Maryland, however, prices averaged quite low.

The 1971 guide for summer watermelons is 231,100 acres, equal to 1970. With normal abandonment and average yields, production will be slightly less than in 1970.

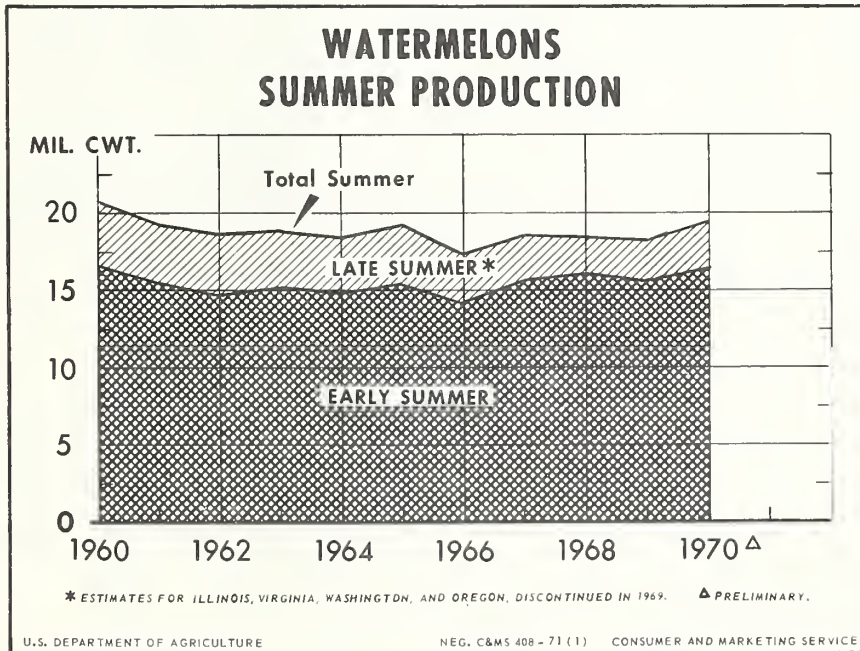


Figure 13

V. CANNED AND FROZEN VEGETABLES

The 1970 carryovers of principal canned and frozen vegetables ranged from light to moderate and packs generally were in line with market requirements. As a result, 1970/71 total supplies of processed vegetables are in an improved balance compared with last season, and substantially below 1968/69 when supplies of most items were excessive.

The 1970/71 aggregate supply of canned lima beans, snap beans, beets, sauerkraut, sweet corn, and green peas approximated 200 million cases, basis 24/303's. This is 5 percent less than in 1969/70 and 10 percent less than in 1968/69. Total supplies of canned tomatoes and tomato juice closely matched last year's levels but were well below the heavy supply in 1968/69. Available data indicated an improved balance in supplies of tomato catsup and paste, and holdings of chili sauce were moderate.

The 1970 aggregate carryover of frozen lima beans, snap beans, sweet corn, green peas and spinach was about a seventh less than the 1969 record. And 1970 frozen packs ranged from small to moderate. The 1970/71 aggregate supply of these 5 frozen vegetables was indicated at 1.485 billion pounds, 9 percent less than the 1.634 billion in 1969/70 and 15 percent less than 1.745 billion in 1968/69.

The 1971 carryovers are expected to range from light to moderate, with exceptions being that the carryovers of sauerkraut and cucumber pickles likely will be above average. With anticipated 1971 carryovers at reduced levels, and prospective market needs expected to expand, the 1971 aggregate production recommendation for vegetables for processing is a moderately larger output.

Specific percentage changes in 1971 acreage recommendations for vegetables for processing follow:

Vegetables for Commercial Processing :	Percentage change in 1971 planted acreage compared with 1970
Beans, Lima (for canning).....	+15
Beans, Lima (for freezing).....	+25
Beans, Snap (for canning).....	+10
Beans, Snap (for freezing).....	+10
Beets	No change
Cabbage	1/ -5
Corn, Sweet (for canning).....	+5
Corn, Sweet (for freezing).....	+15
Cucumbers for Pickles	No change
Peas, Green (for canning).....	+15
Peas, Green (for freezing).....	+15
Spinach (for freezing).....	+10
Tomatoes.....	+7

1/ Recommendation for early fall cabbage grown for fresh market and processing.

VI. FOREIGN TRADE

Exports

Total exports of principal fresh vegetables during the last half of 1970 amounted to 3.5 million hundredweight. This was substantially less than the almost 3.9 million in the last half of 1969 (Table 7). A larger volume of competing supplies in Canada, the principal foreign outlet, as well as more competition in United Kingdom and other Western European markets reduced the need for U.S. produced vegetables.

Throughout the July-December period, export tonnage of practically all vegetables was substantially less than a year earlier. Celery exports were down more than a third, and lettuce exports, which account for a fourth of the total, were down about a tenth. Tomato volume, which ranks second in importance, was down moderately. But sharp declines were recorded for green peppers and cucumbers. Also contributing to the decrease were reduced exports of such hardy vegetables as cabbage, carrots, and onions. Cantaloups and watermelons were the only items showing an increase compared with a year earlier. Watermelon export tonnage during the July-September period was much larger than the moderate volume in 1969. Largely because of an increase during the late summer when supplies were at a seasonal peak, cantaloup exports were almost a fifth larger than in the 1969 summer and fall.

Imports

There was a further gain in total fresh vegetable imports during the last half of 1970. The total tonnage of principal vegetables and melons imported was almost 1.7 million hundredweight, over a fifth more than in the comparable 1969 period (Table 7). As in the recent past, the rise in import volume was due mainly to sharply increased shipments of several tender vegetables from Mexico during the October-December quarter. Fresh tomato imports were up more than 50 percent from the modest total a year earlier. In addition, cucumber imports were up sharply, and green pepper volume was more than double that in October-December of 1969. Low prices in this country probably were responsible for the decrease in onion imports from Mexico during the 1970 fall.

Canada also supplied a larger volume of fresh vegetables to U.S. markets during the 1970 summer and fall. Although the quantities involved continued small relative to total supplies, there were substantial gains over a year earlier in cabbage, celery, sweet corn, green pepper, lettuce, and tomato imports. Carrot shipments from Canada, however, were only moderately larger and onion imports were substantially lower. Other vegetables imported from Canada include turnips and rutabagas.

Table 7.--Selected Summer and Fall Fresh Vegetables and Melons: Exports and imports selected dates, 1970 and 1969

Commodity	Exports					
	July-September		October-December		July-December	
	1970	1969	1970	1969	1970	1969
	1,000 hundredweight					
Beans <u>1/</u>	10.1	5.4	12.9	19.7	23.0	25.1
Cabbage	7.6	25.5	31.1	55.0	38.7	80.5
Carrots	29.1	67.2	25.8	25.4	54.9	92.6
Celery	50.9	94.0	192.3	284.5	243.2	378.5
Cucumbers	46.0	53.5	19.6	19.7	65.6	73.2
Lettuce	145.3	160.3	767.7	863.6	913.0	1,023.9
Onions	202.1	330.8	331.9	245.5	534.0	576.3
Peppers, Green	32.5	28.8	42.2	64.8	74.7	93.6
Tomatoes	326.7	370.6	311.4	297.6	638.1	668.2
Cantaloups	384.4	352.9	52.7	46.0	437.1	398.9
Watermelons	515.2	443.6	10.1	3.0	525.3	446.6
Total, 11 items	1,749.9	1,932.6	1,797.7	1,924.8	3,547.6	3,857.4

Commodity	Imports					
	July-September		October-December		July-December	
	1970	1969	1970	1969	1970	1969
	1,000 hundredweight					
Cabbage	12.5	4.0	1.1	2.2	13.6	6.2
Carrots	105.7	119.4	383.1	348.0	488.8	467.4
Celery	9.7	1.5	7.3	.2	17.0	1.7
Corn, Sweet	9.3	6.8	3.5	4.1	12.8	10.9
Cucumbers	.5	12.2	294.0	187.5	294.5	199.7
Lettuce	19.7	2.6	2.8	2.0	22.5	4.6
Onions	42.2	34.4	69.8	151.3	112.0	185.7
Peppers, Green	20.3	14.5	76.0	33.3	96.3	47.8
Tomatoes	81.8	52.0	402.6	266.3	484.4	318.3
Cantaloups	1.0	4.9	*	.1	1.0	5.0
Watermelons	10.6	4.1	2.4	2.2	13.0	6.3
Other melons	6.1	10.9	85.3	90.1	91.4	101.0
Total, 12 items	319.4	267.3	1,327.9	1,087.3	1,647.3	1,354.6

* Less than 10,000 pounds.

1/ Includes snap beans.Source: Bureau of the Census, U.S. Department of Commerce.

VII. DEMAND FOR FRESH AND PROCESSED VEGETABLES

The economy in 1971 is poised to recover from the 1969/70 slowdown. With productivity improving, credit easing, and price increases slowing in some sectors, consumers and certain investors may strengthen their spending during the new year. Barring a prolonged steel strike, this expansion, coupled with larger Federal, State, and local expenditures in fiscal 1972, should be under-way during the second half of the year.

Housing is expected to lead the 1971 recovery as more funds become available to the mortgage market. State and local Government expenditures, exports, and inventory investment are good bets to share in a general advance throughout the year. Recent liberalization of depreciation allowances should aid business investment in new plant and equipment. A number of industries may expand facilities to overcome energy and transportation shortages and to merchandise innovations now being created. Moreover, rising wage rates, some further reduction in taxes, and increased social and welfare payments will lead to further gains in after-tax incomes despite lingering unemployment.

The total market requirements for fresh and processed vegetables are expected to show an uptrend. The market expansion likely will occur due to growth in population and gains in net disposable income of consumers. In the past decade, there has been some shift in demand from fresh to processed vegetables (see Table below). This shift is expected to continue. The per capita use of frozen vegetables is expected to show a sustained upward trend. At the same time, use of canned vegetables is expected to expand, but aggregate use of fresh vegetables likely will decline.

Changes in consumption since 1960 for selected vegetables are shown in Figures 14-17. The figures show a decline in fresh consumption for nine of twelve principal vegetables; increases were recorded for cucumbers, peppers and lettuce. Increases in consumption were estimated for ten of twelve processed vegetables; the exceptions were peas and lima beans.

Year	: Total per capita use : fresh and processed*	: Fresh : use *	Processed*		
			Total	Canned	Frozen
	Pounds	Pounds	Pounds	Pounds	Pounds
1960	202.4	105.8	96.6	81.7	14.9
1969	213.9	98.1	115.8	96.3	19.5
1970 prel.	210.4	98.7	111.7	92.0	19.7

* Fresh weight basis.

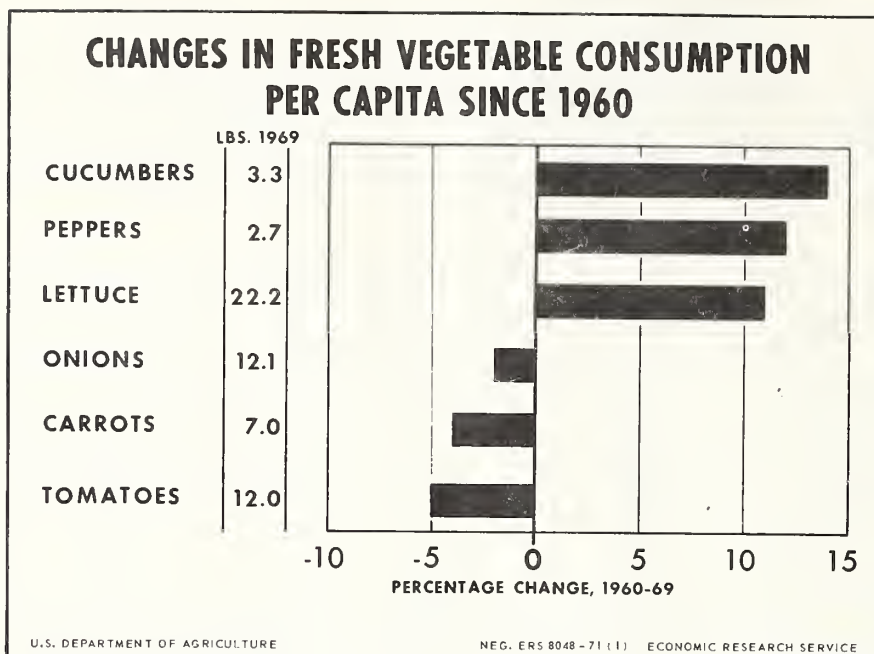


Figure 14

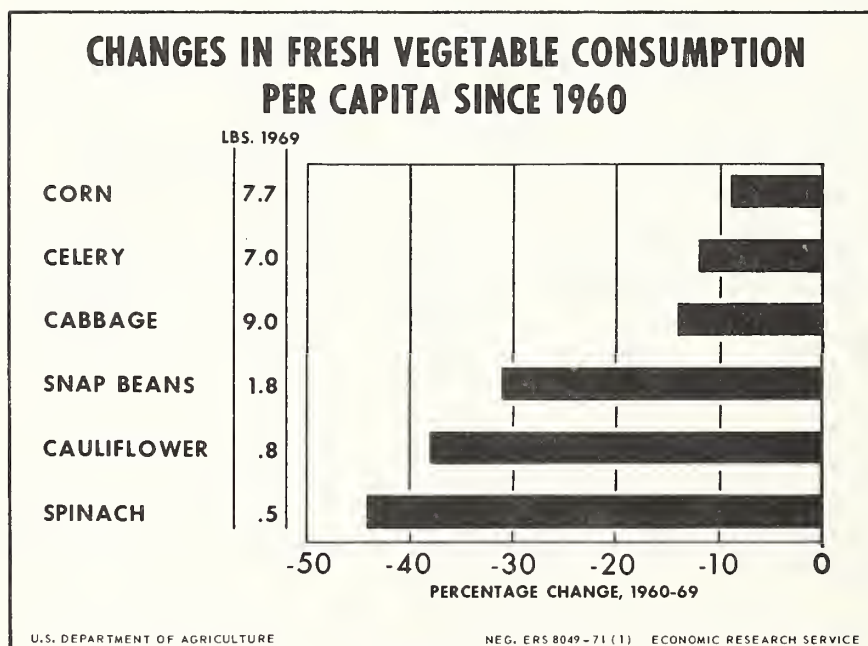


Figure 15

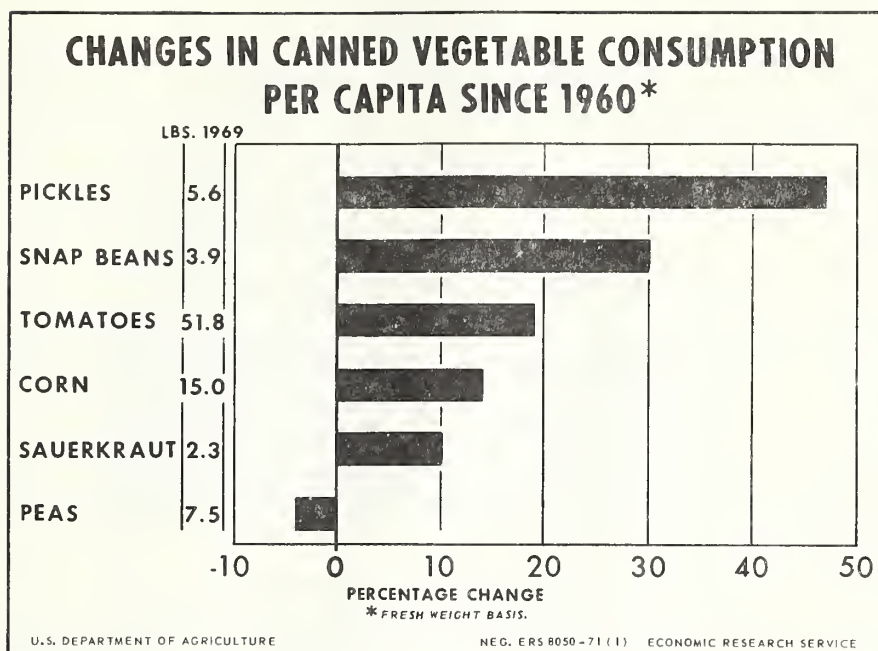


Figure 16

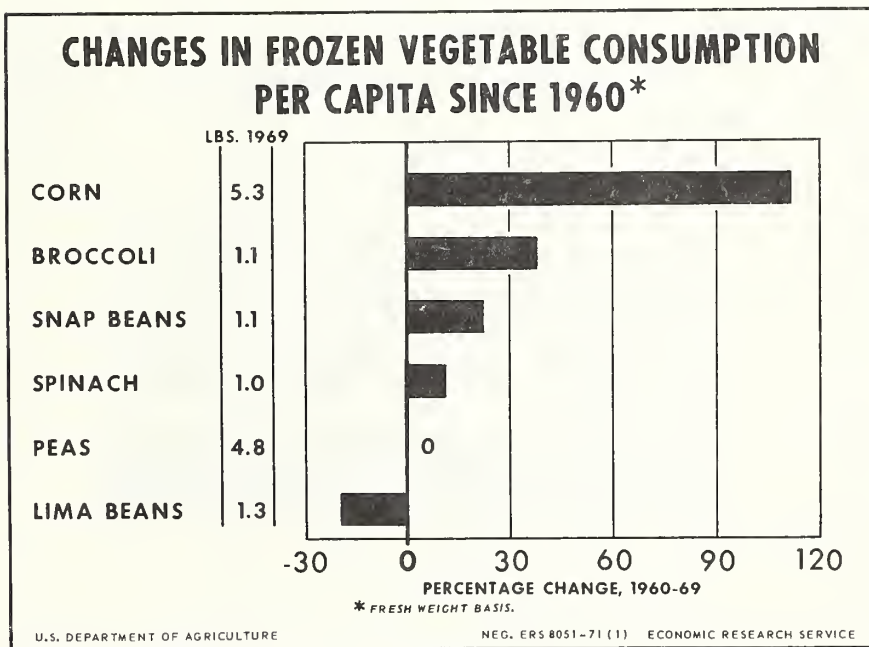


Figure 17

VIII. GUIDE TABLES FOR INDIVIDUAL COMMODITIES

The 1971 acreage-marketing guide recommendations for 11 summer and fall fresh vegetables, summer and fall cantaloups, and summer watermelons are shown in separate tables on pages 34 through 58. The 1971 guide for sweetpotatoes and a summary statement appear on pages 59 through 62.

Snap Beans-Summer

(Massachusetts, Connecticut, New York, Pennsylvania, Ohio, Michigan, Virginia, North Carolina, Georgia, Tennessee, and Alabama)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1967-70 average yield, will result in a production 2 percent less than in 1970.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and
probable production

(planted acreage

equal to 1970)

22,340

1/ 42

901

Background statistics

1970	22,340	21,540	43	916	11.20	10,283
1969	22,850	21,950	42	913	12.80	11,680

1/ 1967-70 average yield.

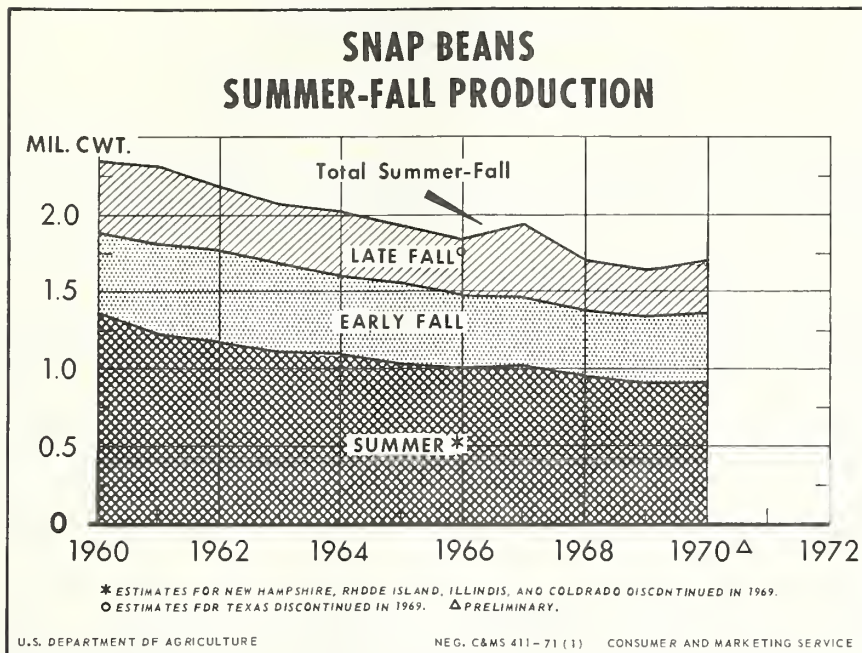


Figure 18

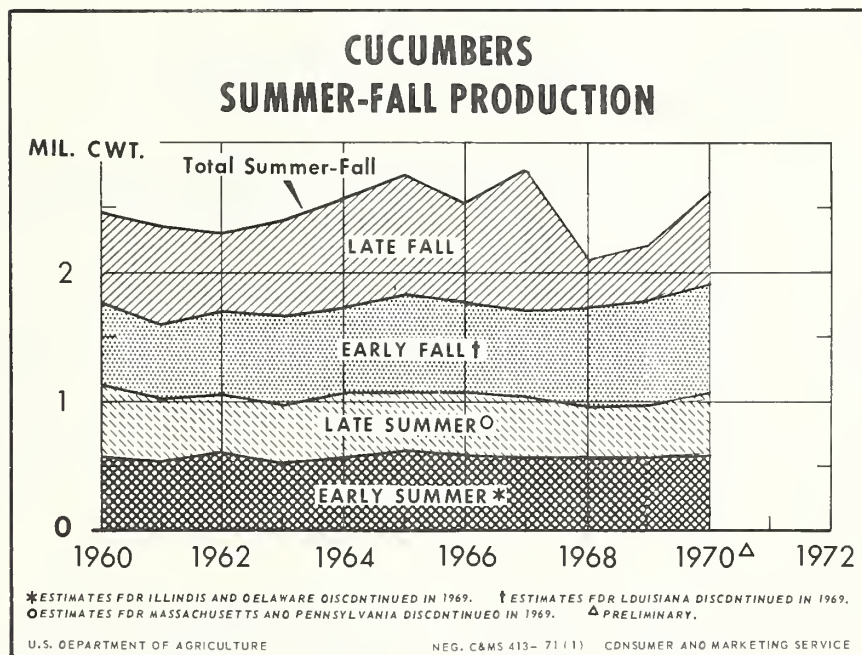


Figure 19

Cabbage-Early Summer

(New Jersey, Ohio, and Virginia)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1967-70 average yield, will result in a production about equal to 1970.

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.))

1971 Acreage Guide and probable production

(planted acreage equal to 1970) 5,150 1/ 214 1,036

Background statistics

1970	5,150	4,850	214	1,039	3.54	3,683
1969	5,200	4,850	213	1,031	3.12	3,217

1/ 1967-70 average yield.

Cabbage-Late Summer

(Pennsylvania, Indiana, Illinois, North Carolina, Colorado, Washington, and California)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1967-70 average yield, will result in a production about equal to 1970.

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.))

1971 Acreage Guide and probable production

(planted acreage equal to 1970) 14,100 1/ 218 2,951

Background statistics

1970	14,100	13,600	217	2,946	2.74	8,060
1969	13,800	13,300	219	2,909	2.80	8,157

1/ 1967-70 average yield.

Carrots-Early Summer

(California)

1971 Guide

The 1971 guide is a planted acreage 5 percent less than in 1970. Such an acreage, with no abandonment and a 1969-70 average yield, will result in a production 6 percent less than in 1970.

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1971 Acreage Guide and probable production

(planted acreage 5 percent less than in 1970)

8,000 1/ 322 2,576

Background statistics

1970	8,400	8,400	325	2,730	3.47	9,476
1969	6,500	6,500	320	2,080	5.52	11,474

1/ 1969-70 average yield.

Carrots-Late Summer

(New Jersey and Illinois)

1971 Guide

The 1971 guide is a planted acreage 5 percent less than in 1970. Such an acreage, with normal abandonment and a 1969-70 average yield, will result in a production 8 percent more than in 1970.

Year	: Acreage	: Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1971 Acreage Guide and probable production

(planted acreage 5 percent less than in 1970)

1,570 1/ 293 432

Background statistics

1970	1,650	1,550	259	401	2.12	850
1969	1,600	1,500	327	490	2.46	1,207

1/ 1969-70 average yield.

Cauliflower-Summer

(New York)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1969-70 average yield, will result in a production equal to 1970.

Year	: Acreage	: Yield	:	:	:
	:Planted;For harvest:	: per acre	:Production:	: Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and
probable production
(planted acreage
equal to 1970)

1,700 1/ 88 135

Background statistics

1970	1,700	1,500	90	135	11.20	1,517
1969	1,800	1,600	85	136	11.70	1,594

1/ 1969-70 average yield.

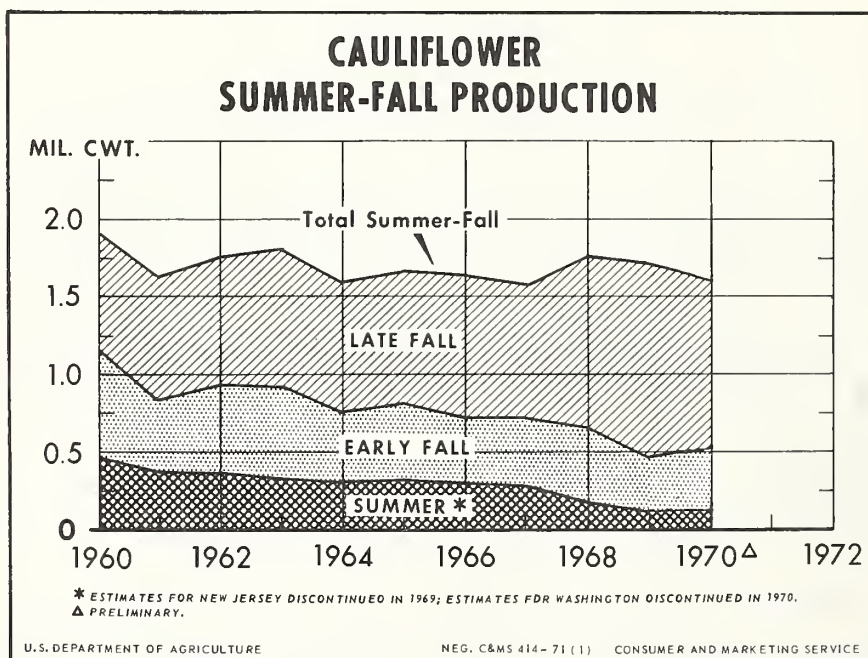


Figure 20

Celery-Early Summer

(California)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with no abandonment and a 1969-70 average yield, will result in a production 6 per cent more than in 1970.

Year	: <u>Acreage</u> :	Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and
probable production
(planted acreage
equal to 1970)

2,800 1/ 540 1,512

Background statistics

1970	2,800	2,800	510	2/ 1,428	3.99	5,693
1969	2,700	2,700	570	1,539	5.72	8,800

1/ 1969-70 average yield.

2/ Some quantities lost because of economic conditions. Estimates not shown to avoid disclosing individual operations.

Celery-Summer

(New York, Ohio, Michigan, and Washington)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1969-70 average yield, will result in a production 6 percent less than in 1970.

Year	: <u>Acreage</u> :	Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and
probable production
(planted acreage
equal to 1970)

4,330 1/ 374 1,490

Background statistics

1970	4,330	4,090	387	1,582	6.32	10,005
1969	4,730	4,330	361	1,564	6.20	9,691

1/ 1969-70 average yield.

Sweet Corn-Early Summer

(New Jersey, Missouri, Virginia, North Carolina, and California)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1967-70 average yield, will result in a production 1 percent less than in 1970.

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1971 Acreage Guide and probable production

(planted acreage equal to 1970)

30,700

1/ 71

2,136

Background statistics

1970	30,700	30,400	71	2,148	4.77	10,236
1969	30,500	29,900	70	2,081	4.04	8,402

1/ 1967-70 average yield.Sweet Corn-Late Summer

(New Hampshire, Massachusetts, Connecticut, New York, Pennsylvania, Ohio, Illinois, Michigan, Colorado, Washington, and Oregon)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1969-70 average yield, will result in a production 2 percent less than in 1970.

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1971 Acreage Guide and probable production

(planted acreage equal to 1970)

85,300

1/ 67

5,372

Background statistics

1970	85,300	80,200	69	<u>2</u> / 5,494	4.33	23,814
1969	86,900	81,800	65	5,287	4.22	22,332

1/ 1969-70 average yield.

2/ Does not include 60,000 cwt. in New York not marketed because of economic conditions.

Cucumbers-Early Summer

(New Jersey, Maryland, and Virginia)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1969-70 average yield, will result in a production about equal to 1970.

Year	: <u>Acreage</u> :	Yield :	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price :	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and
probable production
(planted acreage
equal to 1970)

5,700 1/ 111 595

Background statistics

1970	5,700	5,400	111	597	5.65	3,374
1969	5,400	5,300	111	587	5.81	3,410

1/ 1969-70 average yield.

Cucumbers-Late Summer

(New York and Michigan)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1969-70 average yield, will result in a production 7 percent less than in 1970.

Year	: <u>Acreage</u> :	Yield :	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price :	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and
probable production
(planted acreage
equal to 1970)

5,200 1/ 89 435

Background statistics

1970	5,200	5,000	93	466	5.77	2,687
1969	5,000	4,600	85	393	7.75	3,046

1/ 1969-70 average yield.

Lettuce-Summer

(New York, Ohio, Michigan, Wisconsin, Colorado,
Washington, Oregon, and California)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1967-70 average yield, will result in a production one percent less than in 1970.

Year	: Acreage	: Yield	:	:	:
	:Planted:	For harvest:	per acre	Production:	Price : Value
	(Acres)		(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1971 Acreage Guide and
probable production

(planted acreage equal to 1970)	48,650	<u>1/</u> 256	11,707
------------------------------------	--------	---------------	--------

Background statistics

1970	48,650	46,050	258	<u>2/</u> 11,875	5.04	59,875
1969	50,350	47,400	249	11,823	3.98	47,011

1/ 1967-70 average yield.

2/ Does not include 620,000 cwt. in California not marketed because of economic conditions.

Onions-Early Summer

(New Jersey, Texas, New Mexico, and Washington)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1969-70 average yield, will result in a production 3 percent more than in 1970.

Year	: <u>Acreage</u> :	Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(Acres)				

1971 Acreage Guide and probable production

(planted acreage equal to 1970)

12,800

1/ 252

3,000

Background statistics

1970	12,800	10,750	270	2,899	4.89	14,174
1969	13,450	12,550	234	2,942	4.32	12,714

1/ 1969-70 average yield.Onions-Late Summer

(New York, Ohio, Indiana, Michigan, Wisconsin, Minnesota, Colorado, Utah, Washington, Oregon, Idaho, and California)

1971 Guide

The 1971 guide is a planted acreage 5 percent less than in 1970. Such an acreage, with normal abandonment and a 1969-70 average yield, will result in a production 7 percent less than in 1970.

Year	: <u>Acreage</u> :	Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Prices	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and probable production

(planted acreage 5 percent less than in 1970)

60,450

1/ 342

20,054

Background statistics

1970	63,630	61,850	347	<u>2</u> / 21,458	2.98	55,784
1969	61,100	59,300	336	2/ 19,928	4.31	76,249

1/ 1969-70 average yield.

2/ Includes the following quantities (in 1,000 cwt.) not sold because of shrinkage and waste: 2,729 in 1970, and 2,247 in 1969.

Green Peppers-Early Summer

(North Carolina and Louisiana)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1969-70 average yield, will result in a production slightly less than in 1970.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest: per acre :Production: Price : Value				
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and probable production
(planted acreage equal to 1970)

9,300 1/ 38 350

Background statistics

1970	9,300	9,200	38	352	11.70	4,129
1969	8,900	8,800	37	325	10.90	3,554

1/ 1969-70 average yield.

Green Peppers-Late Summer

(Massachusetts, New York, New Jersey, Ohio, Michigan, and California)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1967-70 average yield, will result in a production about equal to 1970.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest: per acre :Production: Price : Value				
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and probable production
(planted acreage equal to 1970)

18,700 1/ 103 1,849

Background statistics

1970	18,700	17,800	104	1,856	9.10	16,898
1969	20,750	19,950	96	1,918	9.56	18,341

1/ 1967-70 average yield.

Tomatoes-Early Summer

(New Jersey, Ohio, Missouri, Maryland, Virginia, North Carolina,
Kentucky, Tennessee, Alabama, Arkansas, and California)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1969-70 average yield, will result in a production 2 percent more than in 1970.

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1971 Acreage Guide and probable production

(planted acreage equal to 1970) 45,150 1/ 122 5,398

Background statistics

1970	45,150	44,450	119	<u>2/</u> 5,268	11.50	60,424
1969	44,200	43,300	126	5,452	9.20	50,167

1/ 1969-70 average yield.

2/ Does not include 40,000 cwt. not marketed because of economic conditions.

Tomatoes-Late Summer

(Massachusetts, Connecticut, New York, Pennsylvania, Ohio, Indiana,
Illinois, Michigan, North Carolina, Colorado, and Washington)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1969-70 average yield, will result in a production 3 percent less than in 1970.

Year	: <u>Acreage</u> :	Yield :	:	:
	:Planted:For harvest:	per acre	:Production:	Price : Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per (\$1,000 cwt.)

1971 Acreage Guide and probable production

(planted acreage equal to 1970) 21,400 1/ 117 2,379

Background statistics

1970	21,400	20,400	121	2,461	9.51	23,404
1969	22,850	21,450	113	2,432	9.97	24,236

1/ 1969-70 average yield.

Cantaloups-Early Summer

(South Carolina, Georgia, and Arizona)

1971 Guide

The 1971 guide is a planted acreage 5 percent more than in 1970. Such an acreage, with normal abandonment and a 1969-70 average yield, will result in a production 5 percent more than in 1970.

Year	: <u>Acreage</u> :	Yield :	:	:	:
	: <u>Planted:For harvest:</u>	per acre	:Production:	Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and probable production

(planted acreage 5 percent more than in 1970)

10,000 1/ 61 598

Background statistics

1970	9,500	9,400	60	568	6.08	3,455
1969	11,700	11,400	62	708	5.71	4,043

1/ 1969-70 average yield.

Cantaloups-Mid-Summer

(Indiana, Texas, and California)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1967-70 average yield, will result in a production one percent less than in 1970.

Year	: <u>Acreage</u> :	Yield :	:	:	:
	: <u>Planted:For harvest:</u>	per acre	:Production:	Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and probable production

(planted acreage

equal to 1970) 56,000 1/ 143 7,928

Background statistics

1970	56,000	55,400	144	7,993	5.24	41,873
1969	56,900	55,900	130	7,250	5.10	37,003

1/ 1967-70 average yield.

Cantaloups-Late Summer

(New York, Ohio, Michigan, and Colorado)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1967-70 average yield, will result in a production 2 percent less than in 1970.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and probable production

(planted acreage equal to 1970)

7,400 1/ 89 593

Background statistics

1970	7,400	6,600	92	608	5.56	3,378
1969	7,500	6,700	85	567	5.71	3,235

1/ 1967-70 average yield.

Cantaloups-Early Fall

(Arizona and California)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with no abandonment and a 1967-70 average yield, will result in a production equal to 1970.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and probable production

(planted acreage equal to 1970)

4,510 1/ 116 523

Background statistics

1970	4,510	4,510	116	523	5.41	2,831
1969	4,100	4,100	94	386	4.71	1,817

1/ 1967-70 average yield.

Watermelons-Early Summer

(North Carolina, South Carolina, Georgia, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma, Texas, Arizona, and California)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1967-70 average yield, will result in a production one percent less than in 1970.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	: per acre	:Production:	: Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and
probable production

(planted acreage
equal to 1970) 210,600 1/ 82 16,406

Background statistics

1970	210,600	198,100	83	16,536	1.98	32,754
1969	211,800	198,800	79	15,710	1.79	28,153

1/ 1967-70 average yield.

Watermelons-Late Summer

(Indiana, Missouri, Delaware, and Maryland)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with no abandonment and a 1968-70 average yield, will result in a production 4 percent less than in 1970.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	: per acre	:Production:	: Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and
probable production

(planted acreage
equal to 1970) 20,500 1/ 140 2,870

Background statistics

1970	20,500	20,500	145	2,981	2.11	6,304
1969	19,000	19,000	139	2,635	2.28	6,013

1/ 1968-70 average yield.

Snap Beans-Early Fall

(New Jersey, Maryland, Virginia, North Carolina,
South Carolina, Louisiana, and California)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1967-70 average yield, will result in a production one percent more than in 1970.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and
probable production

(planted acreage
equal to 1970)

11,300 1/ 40 416

Background statistics

1970	11,300	10,350	40	412	13.00	5,365
1969	11,550	10,500	41	433	12.80	5,554

1/ 1967-70 average yield.

Snap Beans-Late Fall

(Florida)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1967-70 average yield, will result in a production 6 percent less than in 1970.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and
probable production

(planted acreage
equal to 1970)

10,000 1/ 38 357

Background statistics

1970	10,000	9,500	40	380	13.50	5,130
1969	10,100	9,500	32	304	19.00	5,776

1/ 1967-70 average yield.

Broccoli-Fall

(New York and New Jersey, Oregon, and California)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1969-70 average yield, will result in a production 2 percent less than in 1970.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	: per acre	:Production:	: Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and
probable production
(planted acreage
equal to 1970)

20,800 1/ 69 1,431

Background statistics

1970	20,800	20,800	70	2/ 1,460	9.71	14,172
1969	22,350	22,310	68	1,527	9.96	15,215

1/ 1969-70 average yield.

2/ Does not include 46,000 cwt. in California not marketed because of economic conditions.

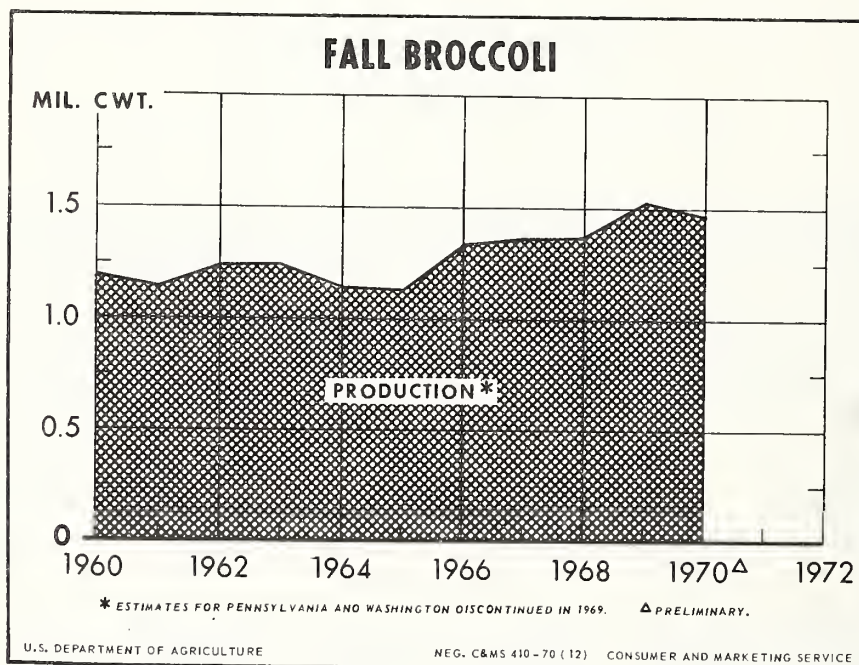


Figure 21

Cabbage-Early Fall

(Massachusetts, Connecticut, New York (L.I.), New York (Upstate), New Jersey, Pennsylvania, Ohio, Michigan, Wisconsin, Minnesota, Oregon, and Idaho)

1971 Guide

The 1971 guide is a planted acreage 5 percent less than in 1970. Such an acreage, with normal abandonment and a 1967-70 average yield, will result in a production 5 percent less than in 1970.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and probable production

(planted acreage 5 percent

less than in 1970) 32,190

1/ 303

9,266

Background statistics

1970	33,880	31,180	314	<u>2/</u> 9,800	1.97	18,864
1969	31,950	30,700	285	<u>2/</u> 8,745	2.79	23,794

1/ 1967-70 average yield.

2/ Includes some quantities of storage cabbage in Upstate New York, harvested but not sold because of shrinkage and waste (1,000 cwt.): 202 in 1970, and 202 in 1969. Also, does not include 180,000 cwt. in Upstate New York in 1970 not marketed because of economic conditions.

Cabbage-Late Fall

(Virginia, North Carolina, and South Carolina)

1971 Guide

The 1971 guide is a planted acreage 5 percent less than in 1970. Such an acreage, with normal abandonment and a 1967-70 average yield, will result in a production equal to 1970.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and probable production

(planted acreage 5 percent

less than in 1970) 2,180

1/ 140

299

Background statistics

1970	2,300	2,250	133	299	2.57	769
1969	2,150	2,100	159	334	4.10	1,368

1/ 1967-70 average yield.

Carrots-Early Fall

(Massachusetts, Connecticut, New York, Michigan,
Wisconsin, Texas, Colorado, Washington, and Oregon)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1967-70 average yield, will result in a production 3 percent less than in 1970.

Year	: <u>Acreage</u> :	Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1971 Acreage Guide and
probable production

(planted acreage
equal to 1970) 25,130 1/ 280 6,685

Background statistics

1970	25,130	23,880	287	6,860	3.05	20,939
1969	25,780	24,730	274	6,788	4.17	28,294

1/ 1967-70 average yield.

Carrots-Late Fall

(California)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with no abandonment and a 1969-70 average yield, will result in a production 5 percent more than in 1970.

Year	: <u>Acreage</u> :	Yield	:	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value	
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)	

1971 Acreage Guide and
probable production

(planted acreage
equal to 1970) 7,400 1/ 325 2,405

Background statistics

1970	7,400	7,400	310	2,294	3.75	8,599
1969	8,300	8,300	340	2,822	4.60	12,970

1/ 1969-70 average yield.

Cauliflower-Early Fall

(New York, L. I., Michigan, and Oregon)

1971 Guide

The 1971 guide is a planted acreage 5 percent more than in 1970. Such an acreage, with normal abandonment and a 1967, 1968, and 1970 average yield, will result in a production 3 percent more than in 1970.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and probable production

(planted acreage 5 percent more than in 1970) 3,900

1/ 108 396

Background statistics

1970	3,700	3,500	110	386	9.19	3,547
1969	4,400	4,000	85	339	9.50	3,222

1/ 1967, 1968, and 1970 average yield.

Cauliflower-Late Fall

(California)

1971 Guide

The 1971 guide is a planted acreage 5 percent more than in 1970. Such an acreage, with no abandonment and a 1968-70 average yield, will result in a production 9 percent more than in 1970.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and probable production

(planted acreage 5 percent more than in 1970) 10,800

1/ 108 1,166

Background statistics

1970	10,300	10,200	105	<u>2</u> /1,071	8.92	9,557
1969	11,300	11,300	110	1,243	8.55	10,622

1/ 1968-70 average yield.

2/ Does not include 42,000 cwt. not marketed because of economic conditions.

Celery-Late Fall

(California)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with no abandonment and a 1967-70 average yield, will result in a production 5 percent more than in 1970.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and probable production

(planted acreage equal to 1970) 6,200 1/ 551 3,416

Background statistics

1970	6,200	5,900	550	3,245	4.51	14,650
1969	5,900	5,900	575	3,393	5.30	17,987

1/ 1967-70 average yield.

Sweet Corn-Fall

(Florida and California)

1971 Guide

The 1971 guide is a planted acreage 15 percent less than in 1970 in Florida and equal to 1970 in California. Such an acreage, with normal abandonment and a 1967-70 average yield by States, will result in a production 17 percent less than in 1970.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and probable production

(See 1971 guide above) 16,600 1/58 827

Background statistics

1970	19,100	14,800	68	2/1,002	5.73	5,745
1969	15,500	13,800	53	725	6.84	4,958

1/ 1967-70 average yield by States.

2/ Does not include 259,000 cwt. in Florida not marketed because of economic conditions.

Cucumbers-Early Fall

(Virginia, South Carolina, Texas, and California)

1971 Guide

The 1971 guide is a planted acreage 15 percent less than in 1970 in Texas, 10 percent less than in 1970 in Virginia and California, and equal to 1970 in South Carolina. Such an acreage, with normal abandonment and 1967-70 average yields by States, will result in a production about equal to 1970.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and
probable production
(See 1971 guide
above)

9,600 1/ 99 844

Background statistics

1970	10,800	8,700	97	848	5.89	4,993
1969	8,500	8,100	101	818	7.54	6,164

1/ 1967-70 average yields by States.

Cucumbers-Late Fall

(Florida)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1967-70 average yield, will result in a production 11 percent less than in 1970.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and
probable production
(planted acreage
equal to 1970)

8,400 1/ 83 627

Background statistics

1970	8,400	7,400	95	703	6.92	4,865
1969	8,700	7,400	55	407	9.31	3,789

1/ 1967-70 average yield.

Lettuce-Early Fall

(New Jersey, Texas, New Mexico, and California)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1968-70 average yield, will result in a production one percent more than in 1970.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and probable production

(planted acreage equal to 1970) 45,400 1/ 192 8,194

Background statistics

1970	45,400	42,200	193	<u>2/</u> 8,127	6.31	51,291
1969	45,800	43,000	190	8,176	5.61	45,863

1/ 1968-70 average yield.

2/ Does not include 295,000 cwt. in California not marketed because of economic conditions.

Lettuce-Late Fall

(Arizona)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with no abandonment and a 1967-70 average yield, will result in a production equal to 1970.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and probable production

(planted acreage equal to 1970) 13,300 1/ 175 2,328

Background statistics

1970	13,300	13,300	175	2,328	5.10	11,873
1969	13,400	13,100	190	2,489	9.15	22,774

1/ 1967-70 average yield.

Green Peppers-Fall

(Virginia, Florida, and Texas)

1971 Guide

The 1971 guide is a planted acreage 10 percent less than in 1970 in Texas and equal to 1970 in Virginia and Florida. Such an acreage, with normal abandonment and 1969-70 average yields by States, will result in a production 6 percent less than in 1970.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and probable production

(See 1971 guide above)

11,000 1/ 72 663

Background statistics

1970	11,700	10,100	70	705	10.20	7,225
1969	9,600	8,200	73	601	17.20	10,323

1/ 1969-70 average yields by States.

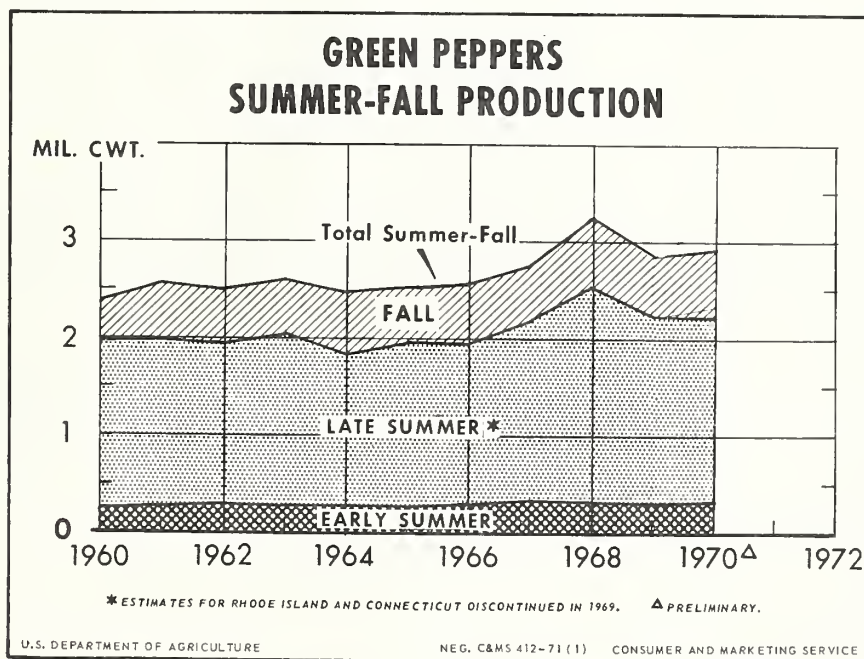


Figure 22

Tomatoes-Early Fall

(California)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with no abandonment and a 1967-70 average yield, will result in a production 2 percent more than in 1970.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and probable production

(planted acreage equal to 1970) 18,300 1/ 199 3,642

Background statistics

1970	18,300	18,300	195	2/ 3,569	11.50	41,044
1969	16,400	16,400	220	3,608	13.40	48,347

1/ 1967-70 average yield.

2/ Does not include 60,000 cwt. not marketed because of economic conditions.

Tomatoes-Late Fall

(Florida and Texas)

1971 Guide

The 1971 guide is a planted acreage equal to 1970. Such an acreage, with normal abandonment and a 1967-70 average yield, will result in a production 2 percent more than in 1970.

Year	: Acreage	: Yield	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(Acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and probable production

(planted acreage equal to 1970) 13,200 1/ 127 1,475

Background statistics

1970	13,200	10,700	135	1,440	13.20	18,972
1969	14,200	12,500	95	1,184	15.80	18,654

1/ 1967-70 average yield.

Sweetpotatoes

(New Jersey, Maryland, Virginia, North Carolina, South Carolina,
Georgia, Tennessee, Alabama, Mississippi, Arkansas, Louisiana,
Texas, and California)

Year	: Acreage :	Yield :	:	:	:
	:Planted:For harvest:	per acre	:Production:	Price	: Value
	(1,000 acres)	(Cwt.)	(1,000 cwt.)	(\$ per cwt.)	(\$1,000)

1971 Acreage Guide and
probable production

(planted acreage 2 per-
cent less than in 1970)

142.9 1/ 101 13,995

Background statistics

1970	145.8	137.6	102	14,086	4.28	59,770
1969	151.9	145.6	101	14,654	4.16	61,185
1968	149.0	147.0	92	13,591	4.89	66,527
1967	149.2	146.6	93	13,658	4.49	61,204

1/ 1969-70 average yield by States.

Comments

The long-term downward trend in total sweetpotato acreage resumed in 1970. Total U.S. plantings were moderately less than in 1969 and the smallest in recent years (Figure 23). In addition to such trend factors as a static demand and higher per-acre yield potential, relatively low prices for 1969 crop supplies apparently contributed to decreased plantings in 1970. Acreage reductions were reported in all East Coast producing States as well as in several South Central States. Also, there was an acreage reduction in California. Plantings in New Jersey, Maryland, and Virginia were sharply less than a year earlier. In North Carolina and Georgia, acreages planted to sweetpotatoes were moderately less than in 1969, and there was a substantial reduction in South Carolina. Due to increases in Louisiana, Mississippi, and Texas, plantings in the South Central States were up slightly compared with the 1969 total.

The upward trend in sweetpotato yields continued (Figure 24). Despite adverse weather in some States, the U.S. average yield per acre was slightly above the previous record high in 1969. Extremely dry conditions during August restricted yields on the Eastern Shore of Virginia, and the average in Louisiana was below expectations because of heavy October rains. In most other eastern and southern producing States, however, timely rains plus an extended fall without a killing frost resulted in relatively high average yields. Although less than the record of a year earlier, output per acre in California equalled the high level in 1968.

While a little larger than each of the crops produced in 1966, 1967, and 1968, total production in 1970 was moderately less than in 1969 (Figure 25). More than offsetting the high average yield was a much larger than usual acreage abandonment in Louisiana, the leading State in production. As a result, 1970

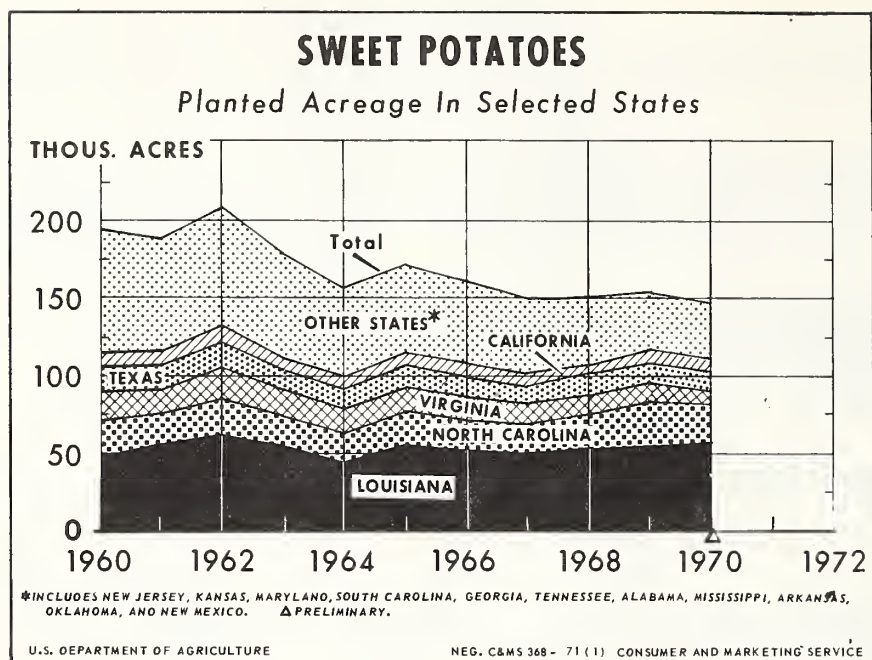


Figure 23

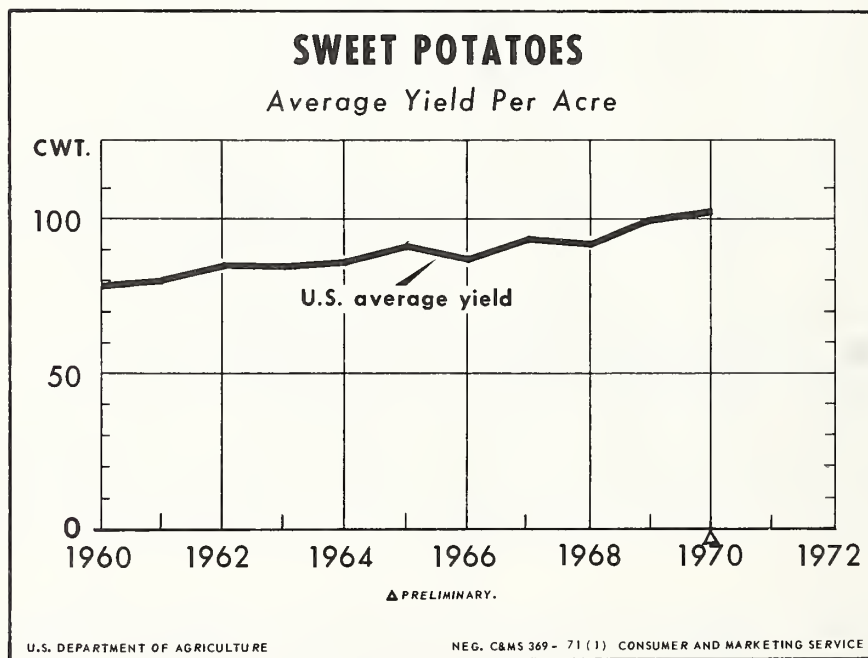


Figure 24

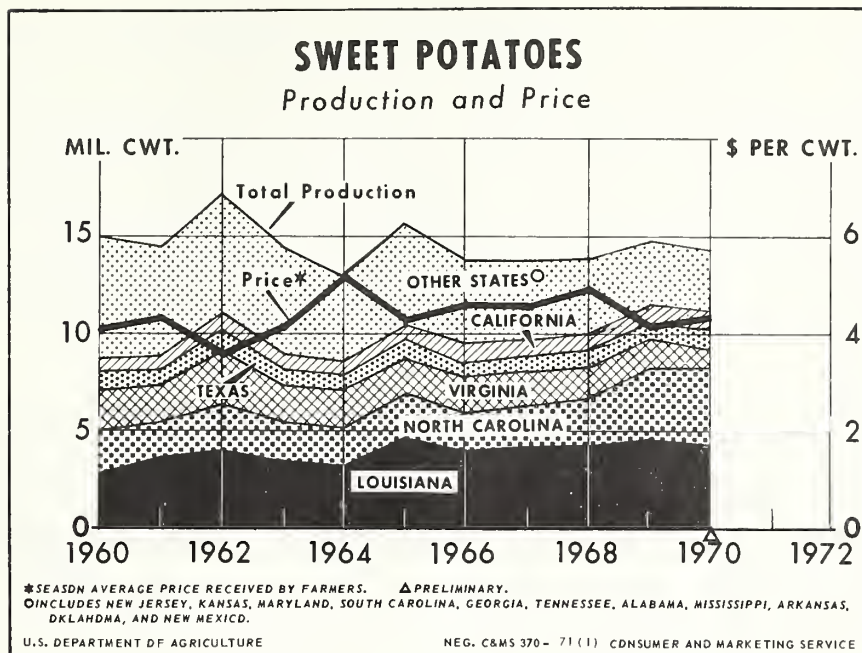


Figure 25

output in Louisiana was 6 percent less than the large 1969 production. Despite substantially more production in both Mississippi and Texas because of larger acreages and higher yields, 1970 production in the South Central States was about equal to 1969. In eastern producing States, production was nearly a tenth less. The North Carolina crop was up moderately. But crops in each of the Central Atlantic States, New Jersey, Maryland, and Virginia, were sharply less than a year earlier. Also, South Carolina's production was down a third, and Georgia's output was down moderately. With less acreage and a lower yield, California's production was more than a tenth below that in 1969.

Fresh market sweetpotato sales continued to decline during the 1970/71 marketing season. Early season movement, as indicated by carlot unloads in major cities, lagged behind year-earlier levels. Although good Thanksgiving and Christmas holiday demand provided a lift to an otherwise fair rate of movement, total unloads through late February 1971 were substantially less than in the comparable 1969/70 period. Fewer supplies from eastern producing areas and California accounted for most of the reduction in fresh market unloads. Shipments and unloads from Louisiana and Texas were consistently above comparable levels last season.

Utilization of 1970 crop sweetpotatoes by canners is expected to total moderately less than last season's record quantity. This season, USDA purchases of canned sweetpotatoes for school lunch and needy person uses are about double the quantity reported in 1969/70. Prices for canned sweetpotatoes are about unchanged compared with those last winter, according to trade reports.

The reduced output in 1970 was reflected in only slightly improved prices compared with the low levels of a year earlier. Through mid-October 1970, sweetpotato prices averaged below those in the comparable 1969 period. Although f.o.b. shipping point prices at Eastern Shore of Virginia points were well above the distress levels in 1969, prices in southwestern Louisiana and in eastern North Carolina were much lower than in 1969. Following the crop damage in Louisiana during October, however, shipping point prices in most major areas improved. In California, where most of the crop is marketed within the State, prices for both Yellow Jersey and Porto Rico types averaged sharply higher than during the 1969 fall. When marketing shifted to cured stock in mid-November, prices at principal shipping points were above the moderate levels of last season.

Total storage holdings for 1971 late winter and spring marketing appear to be about equal to the moderate inventory of a year ago. This may result in some further price advance. Nevertheless, the overall market response to 1970 marketings indicates that, had the full production potential been realized, markets would have been under considerable pressure. With a slight reduction in total sweetpotato plantings in 1971 and average yields, production will be about in balance with prospective needs.

1971 Guide

The 1971 guide is a planted acreage 2 percent less than in 1970. Such an acreage, with normal abandonment and 1969-70 average yields by States, will result in a production one percent less than in 1970.

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